

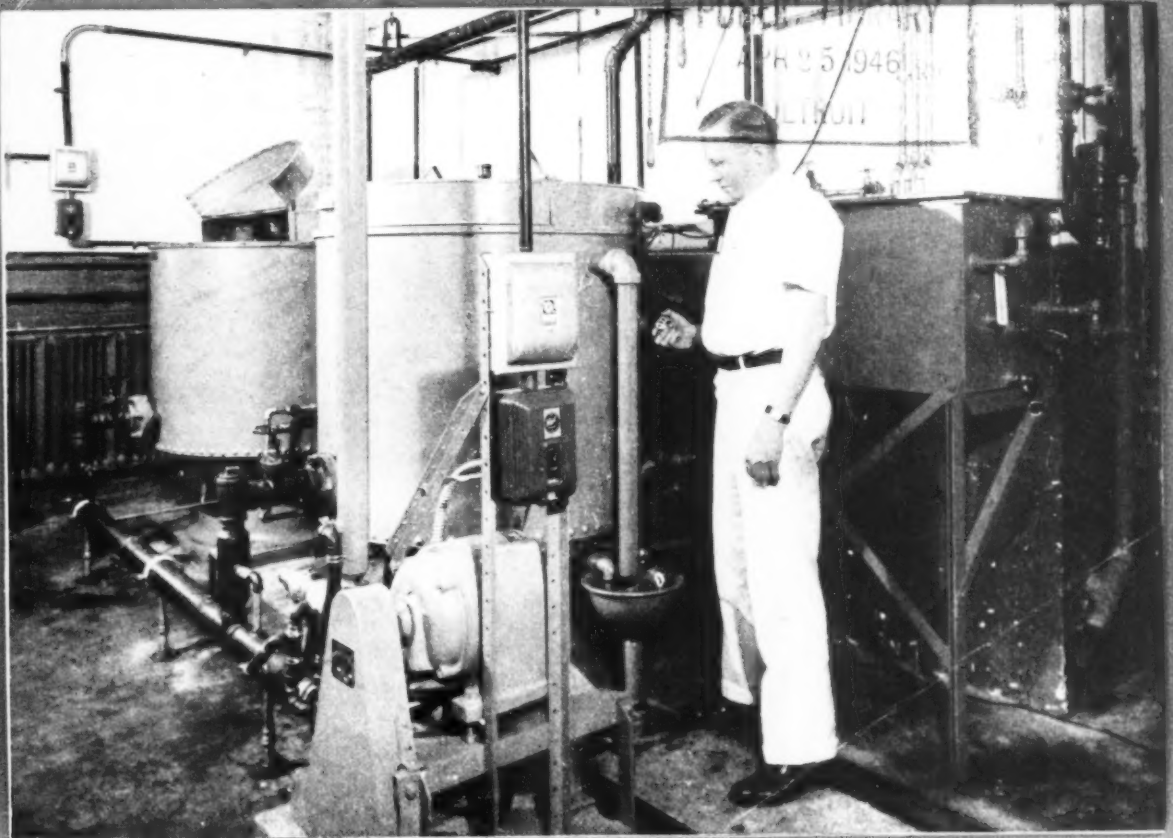
APRIL, 1946

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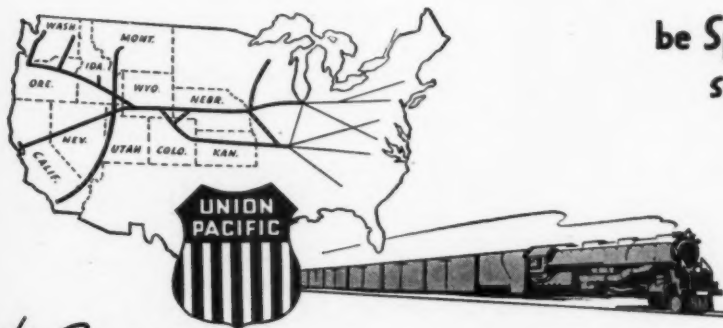
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APRIL, 1946

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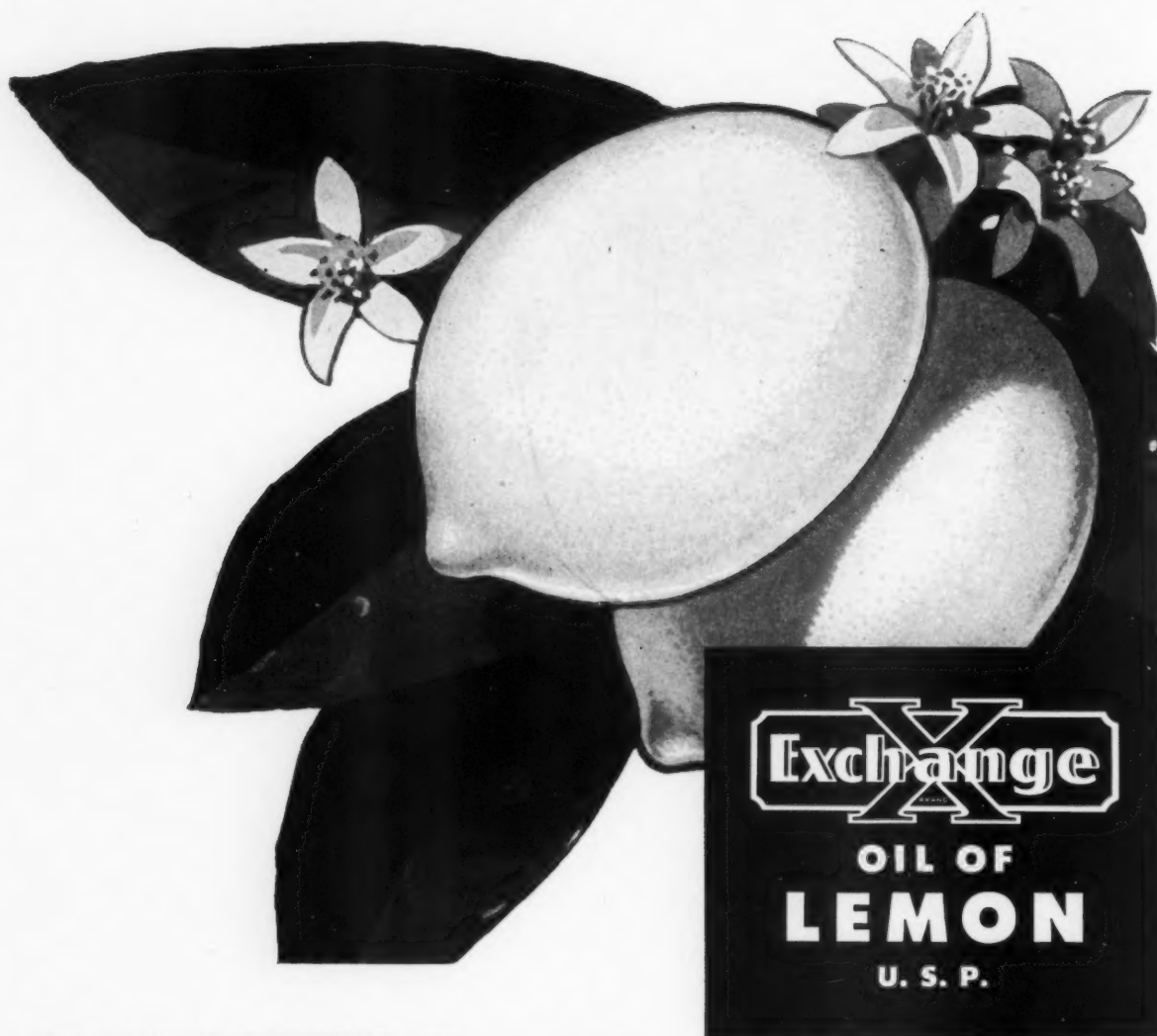
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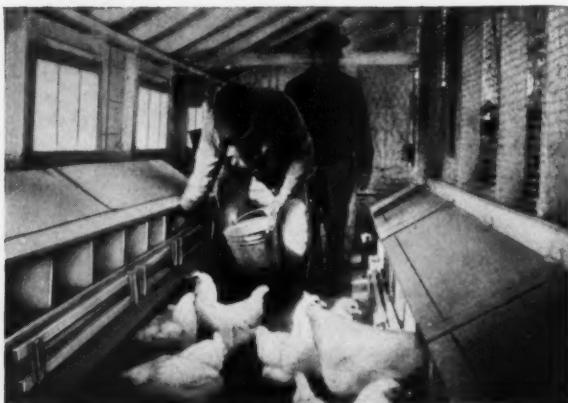




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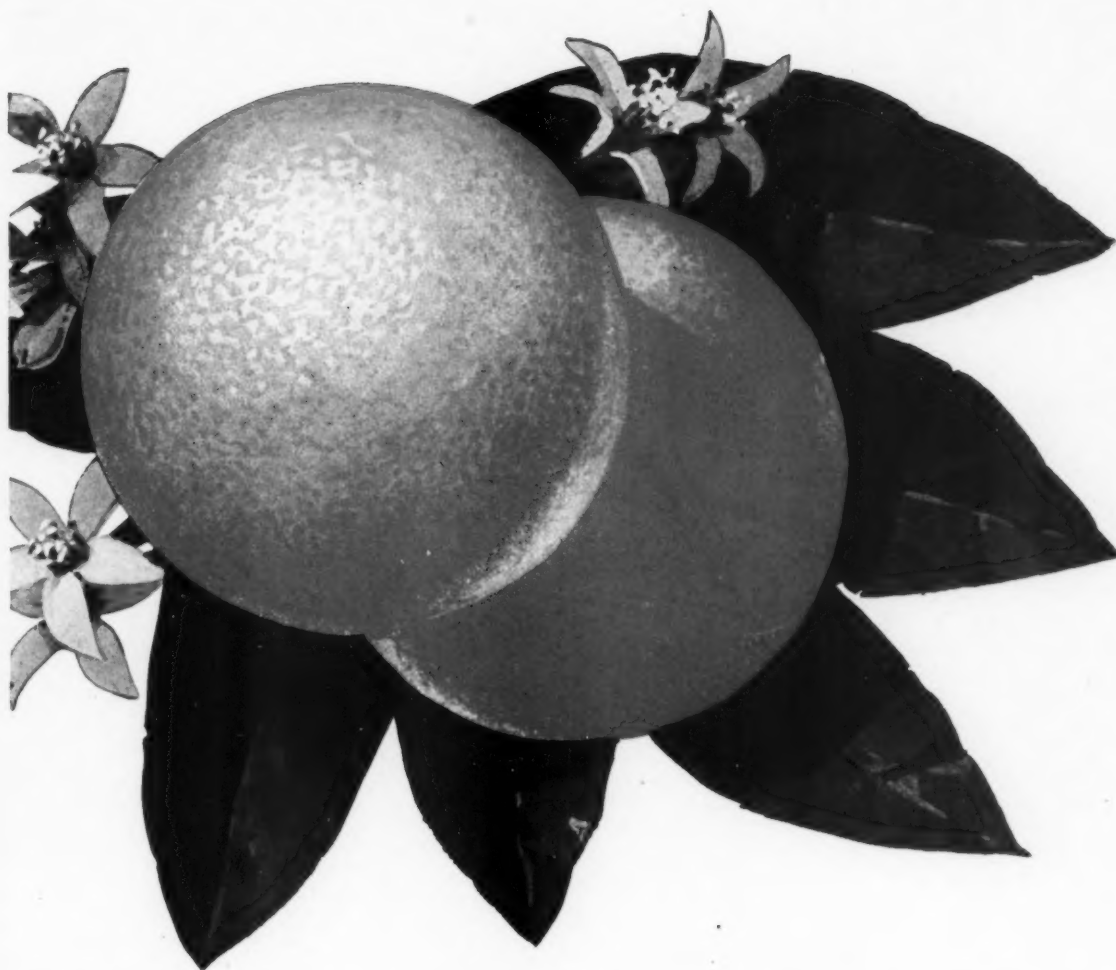
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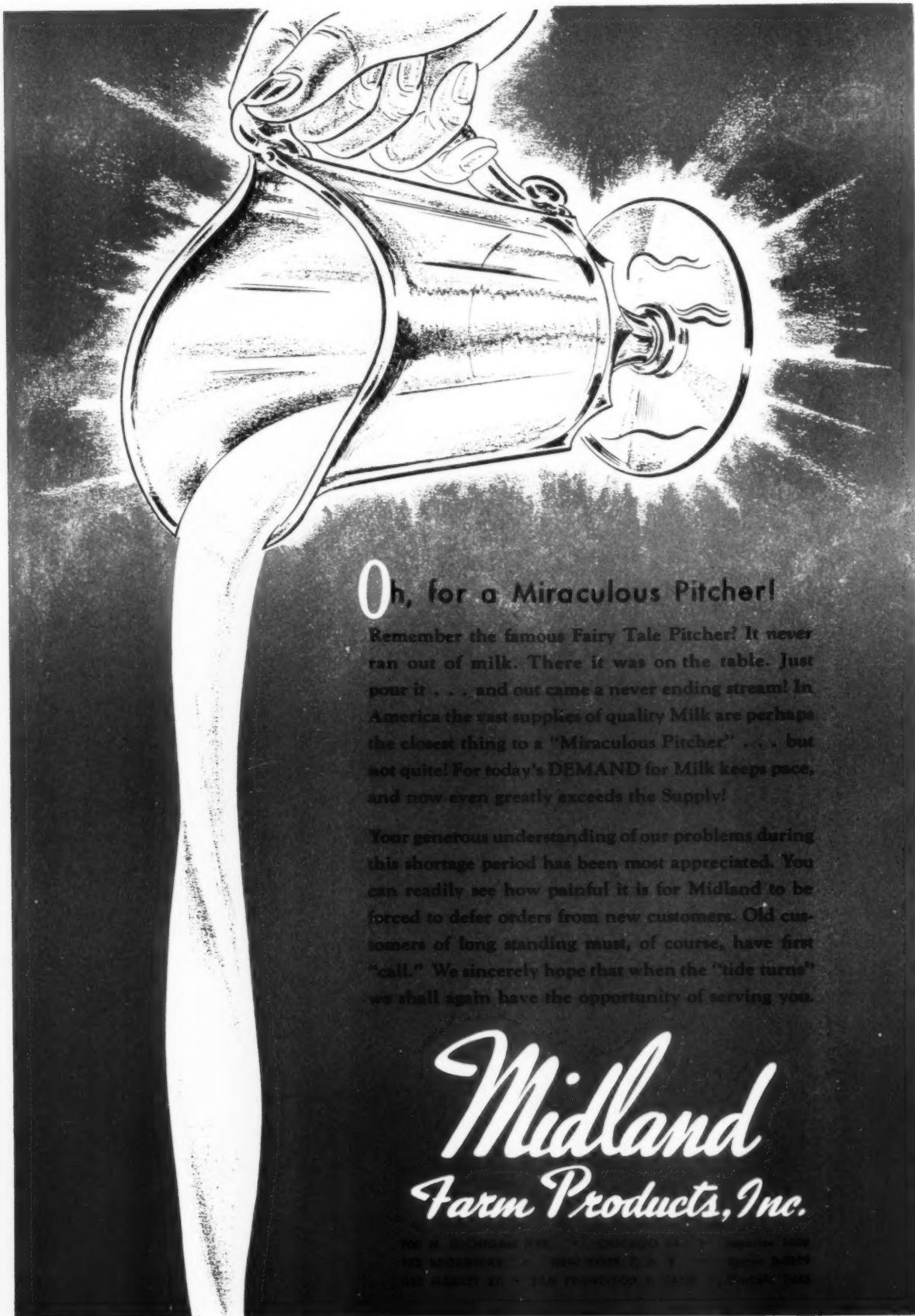
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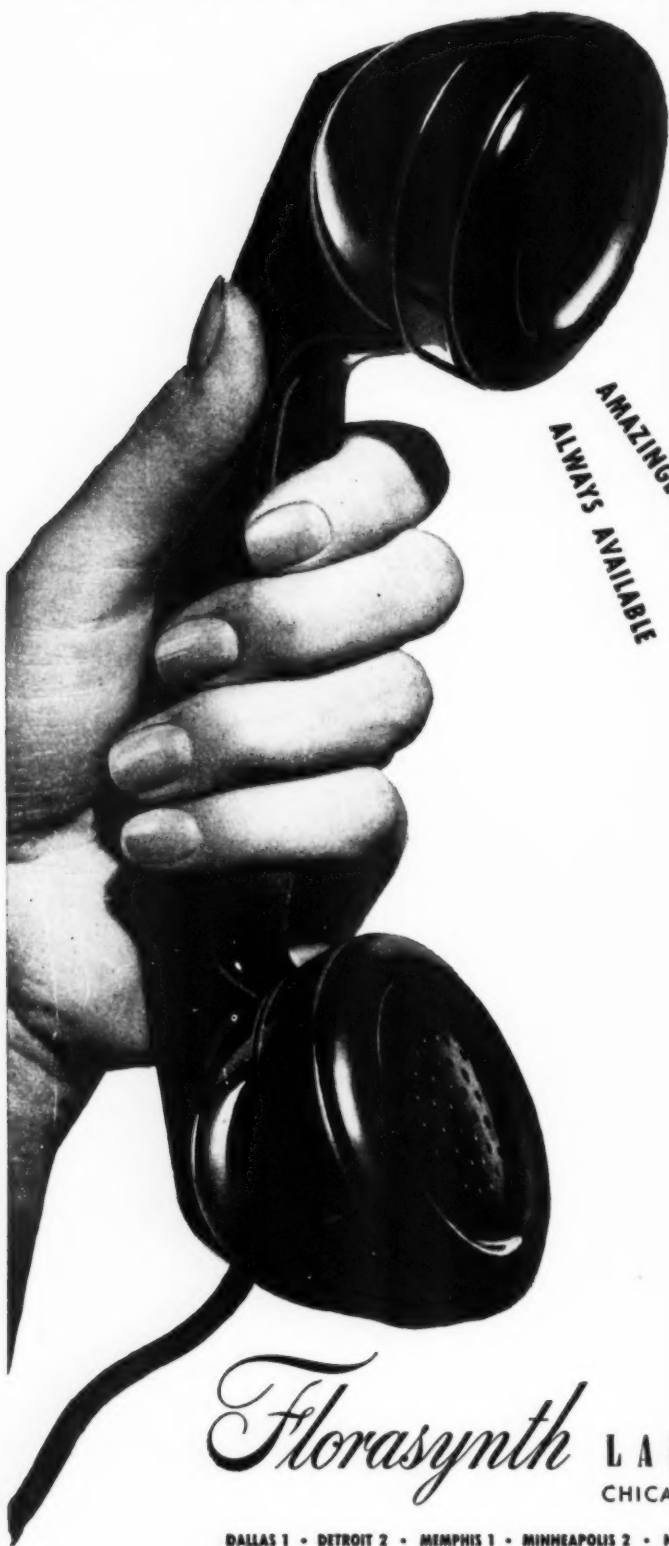
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## WHO BUYS CANDY

How much candy will the nation's consumers buy? What effect will the postwar period have on his buying habits? What is the influence of children in the family? This article gives the answers.

By GIDEON HADARY, PH.D.<sup>2</sup>

**W**ho buys candy? Is it the rich, or is it the poor? Is it the young, or is it the old? These questions have perplexed many in the candy industry in the pre-war days, but this quandary is relatively simple when compared with that currently confronting the industry. Now the question is: How much candy is the unknown rich or poor, young or old, candy-buyer going to consume after the emergency?

Under the stimulus of the wartime demand, candy production in the United States has reached an all-time record high. Per capita candy consumption rose from an average of 13 pounds at the bottom of the depression (1932-33) to 19 pounds in 1941, at which level it remained in 1942 and 1943. Higher consumption would no doubt obtain were it not for the restricted cocoa and sugar supplies.

An appraisal of the postwar markets could be facilitated by a thorough knowledge of the factors affecting candy purchases in the past. Whereas the candy industry in cooperation with the Department of Commerce has done an excellent job of compiling over-all production and merchandising data, less attention has been given to the candy-consumer. Economic and market research can do much to provide answers to the "who buys" and the "how much" questions, which, in turn, can be used as a basis for anticipating the postwar development of the industry.

This paper summarizes the result of a market-research study conducted at the University of Chicago, which sheds some light on who the candy-consumers are. The anticipated postwar takings of these consumers are discussed in the light of the findings of this survey.

### Procedure

A questionnaire survey which was conducted in South Bend and Mishawaka, Indiana, in the Spring of 1942, provided, as an aside, data on candy consumptions. South Bend and Mishawaka, Indiana, represent a middle-sized midwestern industrial community. In May, 1942, the civilian population in the South Bend area was close to 166,000 people, an increase of 2.5 per cent since 1940.

Trained interviewers under the supervision of the author called upon a selected sample of housewives. Each housewife was asked, among other things, whether there usually was candy in the home. In addition, information was obtained as to the ages of all members of the household. The income of each family interviewed was secured from the records of the Credit Rating Bureau in South Bend.

A total of 564 families, or over 1 per cent of the inhabitants of South Bend—Mishawaka, Indiana, were interviewed in this survey. The analysis reported herewith is based on the replies of 513 families for whom income data were obtained.

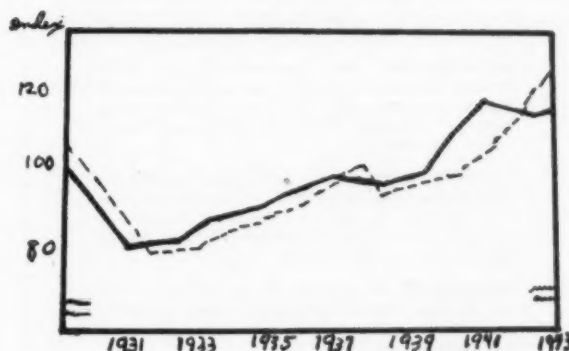
A tabulation of the replies shows that approximately one-half of the families interviewed usually had candy at home. Two hundred and forty-two families, or 47.2 per cent, said that they usually have candy at home; 212, or 41.3 per cent, said that they usually do not; and 59, or 11.5 per cent, said that they rarely have it. The difference in the proportion of the interviewees usually having candy at home and those who do not was found to be statistically significant.

### Who Buys Candy?

The proportion of the consumers reporting that they usually had candy at home varied with family income. This fact was brought out when the number of families usually having candy at home was determined by income groups. The 513 families were divided into six income groups, and the proportion of the candy consumers was determined separately for each group. It was found that,

Chart 1\*

Nonagricultural Employment and Per Capita Candy Consumption U. S., 1929-43, Index Number, 1939=100. Solid line shows candy consumption. Broken line shows employment fluctuations.



\*Index of nonagricultural employment from *Survey of Current Business*; index per capita candy consumption calculated from data of annual per capita consumption appearing in A. S. Nemier, *Confectionery Sales and Distribution*, 1940 ("Bureau of Foreign and Domestic Commerce, Economic Ser.," No. 13 [1941]); and G. F. Dudik, *Confectionery Sales and Distribution*, 1943 ("Bureau of Foreign and Domestic Commerce, Industrial Ser.," No. 9 [1944]).

**TABLE I**

Proportion of Families Having Candy at Home by Income Groups, South Bend-Mishawaka, Indiana. (Spring, 1942).

Family Income Group* (In Dollars)	Number of families interviewed	Number Having Candy at Home	Percentage of Total Families Having Candy at Home
Up to 1,499 .....	39	15	39.0
1,500 - 1,999 .....	109	46	42.2
2,000 - 2,499 .....	160	72	45.0
2,500 - 2,999 .....	105	54	51.4
3,000 - 3,999 .....	67	36	53.7
4,000 and over ..	33	19	57.6
Total Average .....	513	242	47.2

\*Class interval established on the basis of frequency distribution of income.

of the families having an annual income of less than \$1,500, only 39 per cent usually had candy at home; as family income increased to \$4,000 and over, the proportion increased to almost 58 per cent. Table I shows the proportion of candy-consumers in the six income groups. The greatest relative change in candy consumption was noted for the families in the \$2,500 income group.

It is commonly held that children consume more candy than adults. To verify this belief the data were further analyzed to establish the relationship between the number of children in the family and consumption of candy. To this end the questionnaires were divided into the following four groups: (1) families with no children, (2) families with one child, (3) families with two children, and (4) families with three or more children.

Table II shows that there is a direct relationship between the number of children in the family and candy consumption.

From Table II it is seen that there is a significant difference in consumption between families having one or more children and those having no children. Only 39.9 per cent of the childless families usually have candy at home, and, on the average, over 51 per cent of the families with children, usually have it.

Further study showed that the proportion of the childless families in the high-income groups having

candy was not much greater than the average for all childless families. However, the proportion of families with children in the high-income groups consuming candy was considerably greater than the average for all families, and considerably smaller for those in the low-income groups.

### **Candy Popular with Young**

As shown in Table II, there is a significant difference in the relative candy purchases of families having children. This suggests that candy consumption is more popular among younger people. To investigate the relationship between age and consumption in greater detail, the average age of the childless families usually having candy at home and those not having candy at home was ascertained.

The average age of the 71 childless families usually having candy at home was 38 years, and that of the 178 families not having it was 44 years. The difference of six years, although relatively small, was found to be statistically significant. This suggests that the liking for candy is in an inverse relationship to age.<sup>3</sup>

**TABLE II**

Proportion of Families Having Candy at Home, By "Children Per Family" Groups, at South Bend-Mishawaka, Indiana. (Spring, 1942).

Children per Family Group	Number of Families interviewed	Number Having Candy at Home	Percentage Having Candy at Home
None .....	179	71	39.9
One .....	151	74	49.0
Two .....	106	54	50.9
Three or more .....	78	43	55.1
Total Average*	513	242	47.2

\*Weighted average

The above analyses assist in providing an answer to the question "Who buys candy?" Generally speaking, candy buyers consist largely of high-income families and those having children. Low-income families would undoubtedly like to buy it, but they cannot afford to do so, whereas the childless families, even if they could afford to buy candy, do not like it.

In view of the fact that the survey on which this report is based was not specifically designed to investigate candy consumption, there are several very definite limitations to the application of these findings. Several of these limitations are as follows:

1. The information gathered is qualitative rather than quantitative. This analysis shows factors relating to having or not having candy at home regularly. It shows who buys candy but not how much. The analysis assumes that consumption is synonymous with having candy at home regularly. However, no data have been obtained as to the frequency of the families interviewed.

2. The study was confined to the consumption of candy in the household only. No data were obtained for consumption outside the home.

3. The study was conducted in South Bend and Mishawaka only.

If the relationships discovered in South Bend and Mishawaka are representative of the urban communities, the implications of the findings of this study on the potential postwar markets are far reaching. They can assist in determining "how much" might be consumed after the war.

A decided change in the age composition of the population has been taking place in this country. Birth rates have been consistently declining, resulting in a gradual increase in the average age of the population. Such a

### **In Short**

**QUESTIONNAIRE** reveals approximately half of the families interviewed "usually had candy at home"; 41.3 per cent "usually do not"; 11.5 per cent "rarely have it." Relationships, study shows, are "statistically significant."

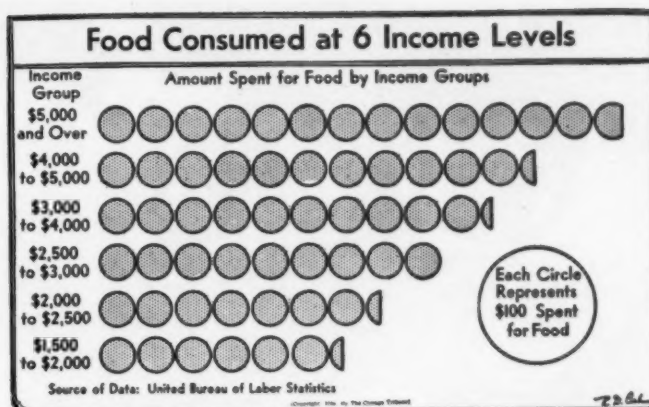
**CHILDREN** in the family have direct relationship with candy consumption. Over 51 percent of families with children usually have candy in home; only 39.9 per cent of childless families, on other hand, usually have candy at home.

**EMPLOYMENT** is principal factor affecting candy consumption. Number of gainfully employed tends to determine demand and consumption of candy. See Chart I, page 19.

**SEASONAL** effects on candy consumption are discussed in detail by Selma Calder, of the Office of Domestic Commerce, in an article starting on page 32, this issue.

**ANALOGY** between candy consumption and food consumption as dependent upon income level is graphically shown in this chart. Comparison with figures of Table I indicates higher income level families spend more for food and more frequently have candy at home. Analogous trends are reflected in comparison of other income levels.

CHART shown at right is used through courtesy of The Chicago Tribune. It is included in this article by the editors of THE MANUFACTURING CONFECTIONER for comparative analysis of candy and food buying trends.



change in the age composition will have an important effect on candy sales, since an ever decreasing proportion of the population will be in the age group where highest candy consumption has been absorbed.

This shift in the age composition of the population is a long-time trend, and its effect on the demand for candy is not likely to be noticed for several decades to come. In contrast to this long-time trend tending to effect a decreased demand for candy in so far as the average age of the population is concerned, the high birth-rate record which has been taking place during the war will tend to increase the intensity of the demand for candy for several years to come in the postwar period.

#### Sample Questionnaire

1. Do you usually have candy at home?.....
2. What is the number of people in the household?.....
3. Of these how many are children?.....  
 What (is) (are) their age(s)?.....  
 What (is) (are) the age(s) of the adults?.....

Name.....

Address.....

Income .....

To be filled in by Credit Rating Bureau

It has been shown in this study that the proportion of the families usually having candy at home varies directly with family income. It is believed by some economists that there will be a decrease in purchasing power and national income in the postwar period, since it will be difficult to maintain the record high real-income levels obtained during the war. If this be so, in so far as the income effect is concerned, a decrease in the demand for candy might be anticipated after the war. This decrease is likely to express itself in a lower dollar value of candy sales. However, it is currently estimated that by 1950, national income will be close to 140 billion dollars. This suggests that after the initial slackening in demand, the dollar-and-cent volume of sale will revert to the high levels that were observed during the last three years.

The variations in national income mainly affect the value of candy sales; however, candy consumption seems to vary more directly with the number of gainfully employed people. A statistical analysis showed that the degree of association between the average annual per capita candy consumption in the United States and the

index of nonagricultural employment in the 1929-43 fifteen year period, as measured by the coefficient of correlation, was 0.96 (perfect association is 1.00). This shows that candy takings change with nonagricultural employment (see Chart 1); that is, as the number of those gainfully employed increases, there are more people demanding candy, and consumption increases. Conversely, as the number of gainfully employed shrinks, there are fewer candy-consumers, and lower takings obtain.<sup>4</sup>

#### Adjusted Annual Consumption

To determine the changes in candy consumption independent of changes in the number of gainfully employed, the annual consumption data for the period of 1929-43 were adjusted for the variations in nonagricultural employment. In this 15 year period the adjusted average annual consumption was 15.75 pounds, and the trend in per capita candy consumption varied but little, increasing at an average rate of 0.0075 pound per person per year. It follows that, if the trend continues at the same rate, with all other things remaining the same, per capita consumption (independent of the influence of the changes in employment) will increase but 0.04 pound in the next five years.

The volume of employment has reached such high levels that it cannot be expected to be exceeded in the postwar period; especially during the reconversion period. It therefore appears that per capita candy consumption has reached a maximum in so far as effect of employment is concerned. In fact, a decline in candy consumption might be expected to take place in the postwar period if the total number of gainfully employed decreases from its present high level.

#### References

<sup>1</sup>This article used, with minor changes, through courtesy of The Journal of Business, University of Chicago.

<sup>2</sup>Dr. Hadary, now Economist in the United States Department of State, prepared the original article in January, 1945. For other reports on the subject, see "Determining Factors in Postwar Food Consumption," *Food Industries*, July, 1945, pp. 82-3, 204, 206.

<sup>3</sup>A study on consumer preferences clearly brought out that an inverse relationship exists between age and the consumption of soft drinks. This study showed that 36 per cent of the consumers under 20 years of age drink soft drinks regularly, whereas less than 8 per cent of those 55 and over did so. The proportion of chocolate-milk drinkers decreased even more rapidly with age than did the soft-beverage consumption. As in the case of candy, this decrease in soft-beverage and in chocolate-flavored milk consumption was attributed to the fact that the liking for sweet foods is greater among younger people (George H. Brown and Gideon Hadary, "Beverage Preference of Industrial Workers: A Study in Consumer Preference Rating," *Journal of Business of the University of Chicago*, April, 1944).

<sup>4</sup>A similar relationship between fluid milk consumption and employment has been found. It is believed that factory employment is one of the most important factors affecting consumption. See Dr. Hadary's study "Relationship of Income to Milk Consumption," *Journal of Farm Economics*, February 1, 1945, pp. 204-10.





## O'BRIEN

WITH Salesmanager Clarence Qualey (left), Charles O'Brien, Jr., checks Nutti Brittle cans on their way to shipping department. One of the firm's first products, Nutti Brittle is packed in vacuum tins and sold nationally, as result of Mr. O'Brien's plan.

Marking 78 years of growth, O'Brien's of California, Ltd., is operating in a new factory at Hedding and Laurel streets, San Jose, which marks a milestone among the candy plants of the country for modernity of construction and equipment.

The business, which distributes its products throughout the country, was founded in 1868 by Maurice O'Brien, father and grandfather respectively of Charles O'Brien, Sr., and Charles O'Brien, Jr., who now head the company. Looking for a place to locate a business, Maurice O'Brien, who had had some previous experience as a candy maker, arrived in San Jose in that year with his wife and \$500 in capital. Immediately attracted to the Santa Clara Valley, then as now a rich producer of cream, butter, fruits, almonds, and several other nuts, he established a small factory in San Jose, the trading and commercial center of the valley.

Not content with supplying only the customers who came to his shop, Maurice O'Brien soon bought a team of buckskin colored horses and a white wagon and began driving through the valley. He would work two weeks in the plant making candy and then spend two weeks on the road selling it. Throughout the 1870's, the visits of "The Candy Man," as he was promptly christened, were red letter day events. The candy Maurice O'Brien made, and he himself, did a good deal to bring cheer and change children and their elders who lived in the valley's change to children and their elders who lived in the valley's small towns and on its isolated farms. As his son Charles, grew up, he helped his father in the business, and since 1901, has devoted his full time to it.

### Vacuum Tins Adopted

In 1933 Charles O'Brien, Jr., grandson of the founder, became active in the business, and shortly saw the possibilities in developing a varied line of nut brittles, packing them in vacuum tins, and selling them nationally. Beginning in a small way to manufacture two or three of these items in the South First street factory, O'Briens found the demand for them increased so rapidly that the company was soon cramped for space. In these limited quarters, however, the company produced, during the war years, 63,000,000 cans of nut brittles. These were shipped to the African deserts, to all points of Europe and the Pacific. Opening the tins, candy-hungry GI Joes found the contents as crisp, fresh and crunchy as when

they left the packaging machines. For O'Brien's nut brittles, the war created many customers.

Realizing this, father and son laid plans for increasing post-war volume by acquiring a four-acre factory site and constructing a new plant. The concrete and steel building is 120 feet wide and 300 feet long. A series of mezzanine floors gives a working space of 60,000 square feet. Steel trusses support the roof and eliminate space-consuming pillars. The factory has 1,000 windows of blue Coolite glass. These filter out the sun's yellow heat rays. The interior is air conditioned throughout. As the roof is asbestos and the plant is equipped with an automatic sprinkler system, fire hazards are reduced to minimum.

The O'Brien plant is designed to serve two purposes: (1) To move materials from the raw state to finished products in a straight, unbroken flow; (2) To control, automatically, as nearly as possible, every plant operation, thus achieving maximum savings in labor, reducing to a low point human guess work and error, and increasing production.

### Company Engineer Research

To realize these ends, many of the factory's installations were designed by the company's engineer, Bryon Emery. Or he redesigned equipment of standard makes to meet requirements he and Charles O'Brien, Jr., had in mind. At innumerable points Mr. Emery applied electronics, in order to secure a high degree of accurate control and a low degree of labor and hand work. Final result is that O'Brien's operates with 50 per cent of the labor which ordinarily is needed in a plant of its size and type.

Liquid sugar, corn syrup, and molasses are received and stored in a concrete pit outside the building. It contains three tanks for corn syrup, two for liquid sugar, and one for molasses. Each holds 8,000 gallons. The tanks are lined inside with plastic to eliminate the corrosive action of sugar acids. They are equipped with automatic controls and boilers, which keep the contents of each tank at proper working temperature and supply heat and hot water to the factory. These three liquid raw materials are pumped into the plant as needed.

The cook room, paved with vitrolite brick, has a wainscoting of tile. Walls and ceiling are of enameled metal. These construction features eliminate corrosion



## "The Santa Clara Valley Candy Man"

Engineering Research, Laboratory Study, Sanitation, and Modern Production Are Stressed by O'Brien's of California

dangers and make possible live steam cleaning. All mixing and cooking operations are automatically controlled. The cookers were rebuilt, set up, and equipped with controls by engineer Emery.



CHARLES O'Brien, Sr., son of founder Maurice O'Brien. Mr. O'Brien is head of firm's factory and retail shop in uptown San Jose, Calif., and of its factory in which its nationally known nut candies are manufactured.

On the main floor of the factory are two refrigerator rooms, with a capacity of 18 carloads, for the storage of nuts. In one is a bucket conveyor, designed and constructed to the company's order, which lifts 92 pounds of meats a minute to the mezzanine roasting and sorting room just above. The meats are conveyed to the roasting ovens without spillage or breakage, and the ovens are fitted with controls that automatically set and maintain correct roasting temperatures for the several kinds of nuts.

### Factory Laboratory

The factory has a laboratory, but Charles O'Brien, Jr., explains that its main control work is to test the uniformity of the day's production, rather than each batch of candy at various stages of manufacture. The laboratory, in short, is planned to be free for experimentation and development of new products and processes, rather than to be bogged down with constant routine testing.

Another major feature of the O'Brien plant is a machine shop in which are installed lathes, hand tools, and other equipment for designing, repairing, and rebuilding machinery.

Although the plant's installations are probably among the most modern in the country, Charles O'Brien, Jr., states that he and Mr. Emery have already discovered places where improvements can be made. In the next two or three years they plan to change and rebuild every unit in the plant to accomplish even greater economies in labor and time.

Mindful of modern trends in employee relations, the factory maintains an attractive cafeteria and kitchen. Here employees have a choice of soups, salads, meat dishes, vegetables, desserts and drinks from which they can select a hot, well prepared meal for as little as 35 or 40 cents. As 90 to 95 per cent of the employees eat regularly in the cafeteria, it has proved a great boon to morale, working spirit, and general good will.

Economies in labor costs and increased production volumes are credited with enabling O'Brien's to turn out candy remarkably high in quality at low prices to consumers. As proof of the fact that nothing comes before quality in this plant however, the use of Brazil nuts at 80 cents a pound was resumed in Nutti Brittle as soon as they were available, and the quantity of peanuts at 16 cents a pound was sharply cut. The Brazils upped daily costs by \$200.

The end in producing quality goods to be sold at prices the mass of candy eaters can afford is not yet in sight at the O'Brien plant. For example, the company has perfected a nut caramel currently bringing \$1.50 a pound, with the texture, flavor, and appearance of hand made goods. It is designing and building equipment to produce this caramel in such quantities that it will be possible to retail it at a more nominal price. An assortment of crystal-clear hard candies, already perfected, will be another miracle to top quality ingredients, flavors, and appearance sold at mass market price levels.

### Advertising Campaign Developed

Prior to the war, O'Brien's advertised its nut candies in a small way. The firm now plans to launch a campaign to consumers and the trade, using national magazines and other media. Key figure of the consumer advertising will be Señor O'Brien from San Jose, a creation of the founder, Maurice O'Brien. Señor O'Brien will informally discourse on the O'Brien products and on the jumbo size almonds, cream, and butter the Santa Clara Valley produces for the company's candies.

Advertising to the trade will emphasize the company's policy of price maintenance and ethical practices in selling and pricing. From the first, O'Brien's have insisted on observances to the letter of fair trade method in prices. On its prices there are no compromises, no special deals, no rebates. O'Brien's refuses to sell any account which does not agree to adhere to its price level for the given product.

At present, the firm's outlets are drug, department stores, tobacco shops, and hotel stands. Later, as materials are available and the factory is able to achieve full production, the company plans to enter the grocery and food store field, thus giving it retail distribution in every type of outlet where candy is sold.

The O'Brien products are famed for their quality and the fact that each pack contains several pieces originated by and distinctive to the firm. Included among the company's products are: Almond Butter Crunch, Nutti Brittle, Almond Hi Balls, Burnt Almond Brownies, and Crystal Lumps. Boxed chocolates and home made packs are also featured. Its candy store and factory on South First St., San Jose, will be continued in addition to the second plant.

Andes Candies "Box of the Month Club":

## Assures Personalized Holiday Gifts

By CLYDE C. HALL

*The Manufacturing Confectioner*

SO attention-getting is the "Box of the Month Club" of Andes Candies, Chicago, that even prisoners in the nation's jails have written the firm and requested that their mothers, wives, and sweethearts be sent a box of candy each month!

Originally conceived as the result of nationwide interest in an earlier Andes merchandising plan to award a box of candy each month for a year to winners of a broadcast jingle contest for the firm's refrigerator-designed special ice cream package, Andes candy club now mails boxes of candy monthly to members all over the United States, says A. G. Kanelos, president of the firm.

The personal element of the club, its definite suitability for assuring welcome candy gifts, and its special attraction of guaranteeing fresh candy, all are features which have contributed to its nationwide popularity, Mr. Kanelos says.

### Copyright Plan

Andes copyright "Box of the Month Club" sends members 12 boxes of candy yearly at approximately monthly intervals. These are further timed to reach the member on special holidays, such as Valentine's Day, Mother's Day, Christmas. Further personalizing of the plan enables members to receive birthday and anniversary boxes, if so requested. Membership fee for the maximum of 12 full boxes, each a full pound or more net weight, is \$15.

"The public has been exceptionally pleased with our 'Box of the Month Club' plan," says A. J. Merker, Jr., Andes vice-president. "We regularly receive letters of thanks from the donors of membership as well as from the recipients. In their opinion the Club fills a definite purpose and is a good idea. Donors especially like the assurance it entails that regular gifts will be sent their loved ones and friends."

Operation of the plan resembles somewhat the popular monthly book clubs. Andes social secretary, Judy

Gray, chronologically files all memberships. A control card lists months and special dates the member is to receive candy, postal zone information, and all other pertinent data. Twelve labels are prepared and filed chronologically, also. Several days before the candy is to be received by the member, the proper label and memoranda are sent the mailing department. Aim of the company is to send the candy out the same day it is made, Mr. Merker says.

When a new membership is received, Miss Gray sends an acknowledgement to the donor and a notice to the new member. The first box of candy is mailed with a spe-

cial card telling the recipient a membership has been obtained for him by the donor and announcing the package as the first of 12 to be received. Special personal messages are also inclosed if the donor so re-

### Birthdays Popular

Birthday mailings are so popular, Mr. Merker says, that Andes is planning a special birthday box for club members. All Andes boxes, he emphasizes, are carefully designed to be seasonally appropriate. In the case of Valentine Day mailings, this represented a special problem, as the heart-shaped boxes proved more difficult to pack securely.

Remembrance value is stressed in the plan by wrapping each box in a distinctive gift wrapper. This also helps convey a more personal feeling in the gift.

A container of special heavy gauge corrugated board protects the candy package while in the mail. Breakage and other damage have been almost negligible, Mr. Merker says.

### Newspaper Promotion

Andes currently features the "Box of the Month Club" in a Chicago morning newspaper advertising program and in direct mail promotion. Radio promotion, when used, stresses writing in to the firm for membership information. A mailing piece is then sent the inquirer giving complete data.

Minor problems for Andes involve persons who change their minds, but these indicate the truly personal nature of the club. A swain will occasionally send an enthusiastic request to the firm sponsoring membership for his lovely lovely. Something happens. A hurry-up request comes in to change the membership to another girl. Marital bliss occasionally cracks, too, and a donor husband will bitterly tell Miss Gray his wife doesn't deserve the candy, send it to his mother or someone else.



ANDER CANDIES, Chicago, uses this advertisement in its series in a Chicago morning paper to feature its nationally famous "Box of the Month Club."

cial card telling the recipient a membership has been obtained for him by the donor and announcing the package as the first of 12 to be received. Special personal messages are also inclosed if the donor so re-

# Nutritional Balance of Candy Improved by use of Soy Flour

Candy, composed largely of carbohydrates, needs addition of increased quantities of materials which are rich in high quality protein and in minerals and vitamins to counteract dietetic criticism.

By FRANK BROCK  
Candy Technician, A. E. Staley Co.

ANDY is composed, largely, of carbohydrates. In the past, pleasant flavor and good eating quality have been about its only requirements. Doctors and nutritionists have criticized candy on this basis for years, and some of their recent criticism has been quite harsh. Their attitude has been that if candy could be better balanced in carbohydrates, proteins, minerals and vitamins, it would be better for the consumer, for those who appease their appetites with excessive quantities of carbohydrates, consume inadequate quantities of these other essential foods.

The more alert portion of the confectionery industry has taken this criticism seriously and is endeavoring to improve the nutritional balance of candies by using increased quantities of materials which are rich in high quality protein and in minerals and vitamins. The addition of soy flours to candy is in line with this program and will aid in obtaining a better nutritional balance and increased food value.

The addition of Staley's soy flours as suggested in the following pages does not change the characteristic flavors of the candies. In many cases the addition of these soy flours results in noticeable improvement in the body, texture and shelf life of the candies, as well as the improvement in nutritional value.

## Contains High Oil Content

This soy flour consists of specially treated, highly processed, selected soybeans, minus the hulls. Their hi-fat soy flour contains approximately 22% oil, all the oil originally found in the beans. The company's lo-fat soy flour contains approximately 6% oil, most of the original oil having been pressed out of the flour before grinding.

Soy flours differ in composition from cereal flours in that soy flours contain no starch but contain from 40 to 50% protein while patent wheat flours, for example, contain approximately 70% starch and only about 10 to 12% protein. Moreover, soy flours contain a liberal amount (1¾ to 2½%) of lecithin, a very important ingredient to the candy maker since it aids in the emulsification of fats, contributes smoothness of texture and extends the shelf life of candies.

Both hi-fat and lo-fat soy flours are suitable candy ingredients but hi-fat soy flour is generally preferred due to its lighter color and to the fact that it has much the same effect in the candies as a mixture of 85 parts of lo-fat soy flour with 15 parts of fat or oil.

To find permanent acceptance as a candy ingredient, soy flour must make better candies, must make the production of good candies easier, or must reduce candy

cost. The usefulness of soy flour in candy is determined by its effects on (1) flavor, (2) color, (3) body and texture, (4) shelf life, (5) nutritive value, (6) production, and (7) cost of the candies.

## Soy Flour Pleasant in Flavor

Both hi-fat and lo-fat soy flours are pleasant in flavor and may be added in moderate amounts to a variety of candies without changing the characteristic flavors of these products. However, a caramel-like flavor may be developed from soy flour if desired, by cooking a high proportion of the flour in a candy batch. Soy flour caramelizes to a greater extent than milk solids with the same degree of cooking and prolonged cooking should

### Representative Analysis of Staley's Soy Flours

#### General Analysis

	Moisture	Protein (N x 6.25)	Fat	Fiber Crude	Ash	Carbo- hydrates Total
Hi-Fat Soy Flour	4.6%	42.1%	22.2%	2.4%	4.6%	26.5%
Lo-Fat Soy Flour	4.2%	50.7%	6.2%	2.7%	5.6%	33.3%

#### Vitamin Content

	(per lb. basis)		
	A (I. U.) (as carotene)	B (mg.)	Riboflavin (mg.)
Hi-Fat Soy Flour	610	3.51	1.28
Lo-Fat Soy Flour	500	3.70	1.53

	Pantothenic Acid (Mg.)	Niacin (mg.)	Pyro- doxin (mg.)	Biotin (micro- grams)	Inositol (mg.)	Choline (Grams)
Hi-Fat Soy Flour	5.8	9.9	2.9	260	749	1.0
Lo-Fat Soy Flour	7.0	11.8	2.8	300	900	1.0

#### Mineral Content

	Total Ash	Ca	P	Mg	K	Fe	Cu	Mn	I
	%	%	%	%	%	%	%	%	%
Hi-Fat Soy Flour	4.5	.25	.58	.28	1.67	.012	.001	.006	.0006
Lo-Fat Soy Flour	5.5	.26	.65	.31	1.85	.013	.001	.006	.0005

#### Lecithin Content

Hi-Fat Soy Flour	1¾ - 2½%
Lo-Fat Soy Flour	1¾ - 2½%

be avoided to prevent an excessive caramelized flavor. In most candies best flavor is obtained by incorporating soy flour without cooking, after the other ingredients have been cooked together.

The body and texture produced in candies by the addition of soy flour, depends largely on the method by which the flour is added. Generally, soy flour imparts



a smooth firm body to the candies, shortens their texture and improves their eating qualities.

Soy flour is an excellent emulsifying agent. The cooking of as little as  $\frac{1}{2}\%$  of soy flour in a candy batch results in a noticeably more complete mixing of added fats with sugar, water, and other candy ingredients and reduces the possibility of fat separation. The use of soy flour with milk reduces the tendency of the milk to curdle and produces smoother texture in the candies.

The fat content of soy flour, like other added fat, aids in lubricating candy and contributes shortness of texture and improved eating quality. Hi-fat soy flour absorbs less fat from the candy batch than lo-fat soy flour and therefore contributes more shortness and lubrication. However, when added to cooked candies on the cooling table, as in taffy kisses, or to whipped candies in the beater, as in nougat, lo-fat soy flour also contributes considerable shortness of texture and a clean chewing quality.

Both hi-fat and lo-fat soy flours are light in color and may be used in moderate amounts, even in white candies, with little effect on the color of the products. However, a rich caramel color may be developed from soy flour if desired, by cooking a high proportion of the flour in a candy batch. Since soy flour caramelizes easily, it should be incorporated in candies with a minimum of cooking to avoid excessive caramelization.

#### **Prevents Rancidity**

Soy flour contains natural antioxidants which prevent the oil in the flour from turning rancid and which aid in preventing rancidity in other fatty materials, such as peanut butter, which may be used with the flour in candy. Soy flour also aids in retarding loss of moisture and staleness in candies by promoting a better emulsification of moisture and fat. The shelf life of candies is, therefore, prolonged by the use of soy flour.

Soy flours are composed of from 40% to 50% of high quality protein comparable in nutritive value to the proteins of meat, milk, or eggs. Soy flour protein furnishes all ten of the dietary essential amino acids and is especially rich in lysine, the one amino acid in which wheat protein is notably deficient. Moreover, soy flour

contains a variety of vitamins and minerals in addition to protein, carbohydrates and fats. The high nutritive value of soy flour is attested by authorities on nutrition and is well recognized.

**Production.** The use of soy flour in candies is simple and requires little or no change in regular formulas or procedures. To facilitate mixing and insure smooth products, soy flour is generally mixed to a smooth paste with cold corn syrup or with fat before it is mixed with the other candy ingredients. Dry soy flour should not be mixed directly with a hot candy batch or with hot syrup or with water, for if mixed directly with these, lumping is almost sure to occur.

In certain candies small proportions of soy flour may be mixed with the other candy ingredients and cooked in the candy batch. For example,  $\frac{1}{2}\%$  of soy flour may advantageously be cooked in taffies and kisses to emulsify added fat and prevent fat separation. In most candies, however, especially with higher proportions of soy flour and high cooking temperatures, to avoid excessive caramelization and to obtain better flavor and appearance, soy flour should be added after the other ingredients have been cooked. For example, in caramels and fudge, soy flour in the form of a paste with corn syrup or with fat, is generally stirred into the hot candy batch either just before or just after the cooking of the other ingredients is finished.

#### **Soy Flour Paste**

To make a smooth, firm paste of soy flour which will disperse readily in a hot candy batch approximately 2 lbs. of cold corn syrup or approximately  $\frac{1}{2}$  lb. of oil or melted fat are required for each pound of soy flour. The paste may be blended in large batches in a power mixer or stirring kettle and used as needed, a little in each candy batch. The weight of corn syrup or of fat in the soy flour paste to be added to the candy batch is deducted from the regular formula and the other ingredients are cooked together as usual. The soy flour paste, stirred into the candy just as the cooking is finished, disperses readily to give a smooth product with a minimum of caramelized flavor and color.



Dry soy flour may be added directly to certain candies and blended without lumping. Thus dry soy flour, like added fat, may be stirred into nougat just after the nougat batch has been whipped light. Dry soy flour, also, may be added to taffies, kisses and hard candies on the cooling slab, then folded in and finally blended by the usual pulling process. Dry soy flour should always be sifted just before it is added to candies, to break up small lumps formed in the flour by packing.

**Cost.** The cost of soy flour is little more than the cost of the cheapest of other candy ingredients. The addi-

**CANDY** made with soy flour. Little or no change is required in regular formulas when soy flour is used. Soy flour generally imparts a smooth, firm body to candies, shortens their texture, and improves eating qualities.



HI-FAT and lo-fat soy flours are light in color, may be used in moderate amounts even in white candies with little effect on color of candy. Rich caramel color is obtained if desired by cooking high proportion of the flour in a candy batch, however.

tion of soy flour to a candy formula as recommended, with no other change in the formula, results in a lower cost for a better product.

In each of the following examples, soy flour aids in building up a nutritive value ordinarily not attained or attained only by the use of increased quantities of more costly and perhaps scarce materials. Moreover, in these items the use of soy flour enables the manufacturer to make better candies from the standpoints of appearance, texture, and taste, for a given cost, or with the ingredients which are available.

#### **Soy Flour in Fudge**

Staley's suggests the addition of 5 lbs. of Staley's hi-fat soy flour per 100 lbs. of your own fudge formulas, or the following basic formulas:

Mix 5 lbs. soy flour and 10 lbs. corn syrup at room temperature to a smooth paste. (This paste may be mixed in larger batches in a power mixer and stored for use as needed.)

- 30 lbs. Corn syrup
- 5 lbs. Staley's hi-fat soy flour
- 15 lbs. Sweetened condensed whole milk
- 25 lbs. Sugar
- 25 lbs. Fondant
- 5 lbs. Mazetta
- 8 oz. Salt

Flavor as desired

Place 20 lbs. corn syrup in the cooking kettle. Add the condensed milk and the sugar, and cook to about 240° F. Turn off the heat, add 15 lbs. of the soy flour-corn syrup paste and stir smooth. Add the fondant, the mazetta, the salt and the flavor and mix well.

For chocolate fudge add 5 to 6 lbs. of melted chocolate liquor along with the fondant and mazetta.

#### **Chewing Kisses and Taffies**

Staley's hi-fat soy flour, cooked in these candies, emulsifies added fat and prevents fat separation. Additional hi-fat soy flour, worked into these candies on the cooling table, adds richness of flavor and supplements added fat, giving a shorter texture and a cleaner chewing quality. Staley's suggests cooking ½ lb. of Staley's hi-fat soy flour in each 100 lbs. of your regular kiss or taffy batch to emulsify the fat. Staley's also suggests the addition of up to 4½ lbs. additional hi-fat soy flour per 100 lbs. for your regular kiss or taffy on the cooling table to increase the nutritive value, enhance the flavor, and give better chewing quality. The following formula illustrates the use of Staley's hi-fat soy flour in chewing kisses:

- 100 lbs. Corn syrup
- 2½ lbs. Staley's hi-fat soy flour
- 3 lbs. Fat
- 8 oz. Salt

Flavor as desired.

Place the corn syrup, the fat, the salt and ½ lb. of the



soy flour in the cooking kettle, stir and boil to a firm ball. Pour the batch on the cooling table. Sift the remaining soy flour to break up all lumps formed by packing. When the candy has cooled slightly spread the 2 lbs. of sifted soy flour over the batch and work it into the candy. Add flavor and pull the batch as usual.

Staley's hi-fat soy flour, added to supplement both milk and fat in the caramel batch, adds a richness of appearance and a body ordinarily obtained only by using higher proportions of milk and fat. Staley's suggests the addition of 5 lbs. of Staley's hi-fat soy flour per 100 lbs. batch of your own caramel formula or the following basic formulas:

Mix 5 lbs. soy flour and 10 lbs. corn syrup at room temperature to a smooth paste. (This paste may be mixed in larger batches in a power mixer and stored for use as needed.)

#### **Caramels for Casting or Dipping:**

- 75 lbs. Corn syrup
- 5 lbs. Staley's hi-fat soy flour
- 25 lbs. Sweetened condensed whole milk
- 5 lbs. Fat
- 8 oz. Salt

Flavor as desired

Place 65 lbs. corn syrup in the cooking kettle. Add the condensed milk and the fat and cook to a soft boil. Turn off the heat, add 15 lbs. of the soy flour-corn syrup paste, and stir smooth. Add the salt and the flavor and mix well.

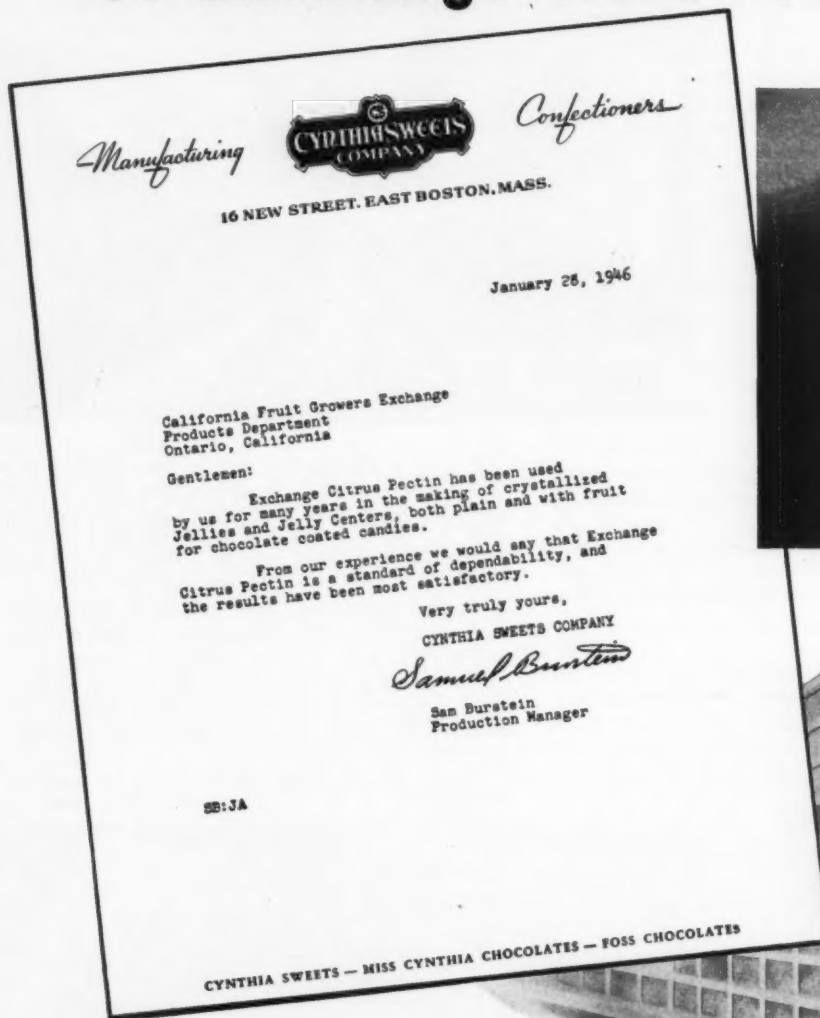
#### **Caramels for Slab or Wrapping:**

- 65 lbs. Corn syrup
- 5 lbs. Staley's hi-fat soy flour
- 25 lbs. Sweetened condensed whole milk
- 10 lbs. Sugar
- 5 lbs. Fat
- 8 oz. Salt

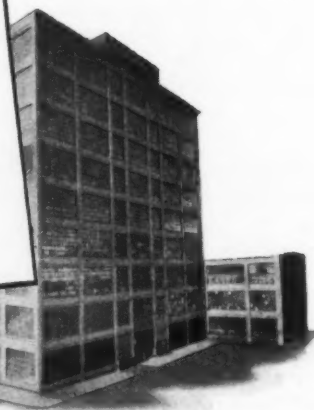
Flavor as desired.

Place 55 lbs. corn syrup in the cooking kettle. Add the condensed milk, the sugar and the fat, and cook to a firm ball. Turn off the heat, add 15 lbs. of the soy flour-corn syrup paste, and stir smooth. Add the salt and the flavor and mix well.

# What CYNTHIA SWEETS thinks of Exchange Citrus Pectin



**SAMUEL BURSTEIN**  
Production Manager



**CALIFORNIA FRUIT GROWERS EXCHANGE**

Products Department: Ontario, California

189 W. Madison Street, Chicago 2 • 99 Hudson Street, New York 13

Nothing we can say about Exchange  
Citrus Pectin tells the story half so well  
as the testimony of its users—lead-  
ers in the candy industry of America.



# THE Manufacturing RETAILER



## Manufacturing Retailer Must Stress Quality

By TOM HENRY

THE writer of this article was a lad in knee pants, working in a Denver candy factory, in the days when the candy maker made all of the candy by hand that the factory sold. Factories in those days, had a cabinet in which they stored all kinds of panned candy such as panned, stand-up caramels, all kinds of taffies on pans, Log Cabin rolls, nougat in brick form, butter scotch patties, reception patties (made on order only), peanut candy cut in any dimension as for window displays. In those days, a man could be in the retail candy business and buy all his candy from a wholesale factory.

The events, formulas, and other data given in this article are all based on actual experience and can be used excepting that temperature allowances should be made; 244 degrees Fahrenheit in Kansas City, for example, would be 234 degrees F. in Denver, Colo.

Migrating from the West in 1904, I eventually went to work for Martin Dawson in Chicago as a stick spinner. Starting from the first week in August until the last week in December, each candy maker, with the help of a helper and a table cleaner made over 13,000 pounds of candy per week. Five of these groups turned out a total of over 65,000 pounds of hard candy per week. Some of this was stick candy, some was cut rock candy, some was broken taffy, some was machine-made lemon drops.

### Samples by Superintendent

All hard candy was made in accordance with a sample prepared by the superintendent. If five batches of mint stick candy were to be made, the superintendent delivered a sample of proper size and proper stripe. In other words, if the superintendent wanted a piece with eight stripes, that meant eight stripes, no more, no less. If he wanted a weight that meant 32 pieces to the pound, that meant what he said, not 30 or 34 pieces.

Many years after the death of Mr. Dawson, I could still see the reason for his great success in the candy business was the fact that he built his business on precision, standard but effective merchandising principles, standard batch formulas, high quality, and complete support of his jobbing outlets.

After leaving Dawson's, I was called to Kansas City, Mo., by E. H. Cornelius, who operated the retail candy business in the Jones Dry Goods Store, one of the largest department stores in that city at the time. We made a general line of candy for both his counters and his show cases. We operated this factory with about 14 people, six girls in the retail department and six in the basement packaging department. We always looked to Saturday as our big day and planned for it. On many a Saturday we sold \$2,000 worth of candy.

As an example of our operations there, we made four pans of reception patties the first thing every morning and on Saturday morning we made 12 of these patties. Inasmuch as each pan weighed 10 pounds, and as there

were seven colors and flavors, melted and funnelled one at a time, you will agree that this was quite a job for the first thing in the morning. These patties were packed in a long, attractive box, and all flavors and colors were in the same column in the narrow box. Since the candy was pure glace cream, the shine was splendid. As they sold for 19 cents a pound, there were never any left by noon on Saturday.

### Peanut Brittle Popular Item

We also packed a one-pound box of peanut brittle that sold for 10 cents a pound on Saturday, and 15 cents during the week. The patties were sold at 19 cents on Saturday but 25 cents during the week. We usually had another "leader," but the patties and the brittle were used every Saturday.

We made hand rolls of a high quality. A standard formula for *Hand Rolls* or *Allegretti Chocolates* was:

50 lbs. sugar

3 oz. acetic acid (Commercial No. 8)

Cook to 246° F., pour on slab and when cool add the whites of four dozen eggs beaten stiff as the mixture is turned. Also add one pint of glycerine and two ounces of pure vanilla. This may be rolled out and cut with an adjustable cutter and then rolled by hand.

A *Parisian Chocolate* was made from this formula by leaving out half the eggs. Since the Parisian chocolate was cast in starch with a funnel, it could not be melted thin enough except by cutting down on the eggs used. Parisian chocolate however, was a superb piece of candy, provided it was heated properly in a steamer just hot enough so that the chocolate could be applied to the lip without burning. If it comes out too thick, just add enough water to the cast with the funnel. By making these up and putting them in the starch by 11 o'clock in the morning, they will be ready to be dipped the same afternoon.

I have seen some of the present day formulae for hand rolls such as the following:

40 lbs. Sugar

10 lbs. Corn Syrup

Cook to 242° F., cool on ball beater and when cool, cream and add eight pounds egg frappe. Egg frappe is made by beating syrup comprised of half sugar and half glucose to which is added one pound of egg albumen per 100 lbs. of sugar and glucose. In this particular hand roll, the eight pounds of frappe would contain about one ounce of albumen, because there is a lot of moisture in the frappe.

When this hand roll is compared to the first formula given, which contains four dozen egg whites, it can easily be seen why the quality of the product is reduced. Manufacturing retailers must compete with a quality product, as they cannot depend on mass production for their profits.



*Butterscotch Patties* were always considered one of the finest retail pieces ever made. I used to weigh up 30 pounds of sugar, 15 pounds of corn syrup, and eight pounds of water, bring this to a boil, then take one third of it and cook it to 300° F., after which 1½ pounds of butter, two ounces of salt, and two ounces of pure vanilla were added to the batch. This had to be funnelled very quickly to a properly prepared stone slab. I emphasize the speed with which this operation had to be done because the color would not be uniform if the transfer to the slab was not done in a hurry. I used to finish the three small batches of 45 pounds each plus adding the butter and salt, etc., in less than an hour's time.

Another exceptionally favorite item was the *Stand-Up Caramels*, which still is a popular item. The following formula will produce good results:

- 6 lbs. Corn Syrup
- 4 lbs. Sugar
- 1½ gals. (16% butterfat) Cream

Cook this to a medium ball and it will stand up in the sun and will eat very nicely at a temperature of 40 degrees.

Satin finished goods and butter cups are other old favorites. I used to make seven batches of butter cups on an open gas furnace in four hours.

#### **Pure Sugar Sticks**

Butter cups, of course, are just one-part of the satin finished part of candy making. A first class satin finished candy-maker is an artist. There are many types of satin finish or pure sugar candy. To be brief though, I will mention *Woodwards' Pure Sugar Stick* as made in Council Bluffs, Ia., for many years. This was a splendid article. It was made so that it would revert to sugar, and would melt in your mouth in the south. In dry climates, however, it was harder to eat.

Other satin finished butter cups include hard candy types made so that they will remain stable as originally made rather than revert to the sugar stage. In this manner, they retain gloss for months provided they are packed in air proof containers. I am referring here to solid satin finish goods. *Butter Cups*, however, are made with a 20-pound sugar cover. This has four level teaspoonsful of cream of tartar and eight pounds of water which are cooked up to 330° F. For the center, cook eight pounds of corn syrup to a medium ball. Add three pounds of ground nuts and thicken up with a little desiccated coconut, thus producing 14 pounds of center and 20 pounds of cover. When this is put through the cutting machine, you have a paper-thin cover which gives splendid eating quality. Its lasting quality depends on the cutting and the thickness of the cover and on the care it gets.

#### **Slab and Cutting Care Needed**

Slab care and cutting care used in the manufacture of butter cups are factors of prime importance. The 20-pound cover must be cooked quickly. Kettle sides must be kept clean. The batch should be worked up on the slab at a certain time. Handling of the batch is also very important. Each batch must be cooled out rapidly and then placed on the hook immediately for pulling. The batch may be pulled out until white, or color may be added for pink and green while pulling. When the color is right, all air should be twisted out. The batch should then be worked down on the board before the heaterboard and then rubbed down until the roll is thick in the middle and thin on each edge.

When the cover batch is rubbed down to about the right size, the center is placed on this cover batch and the edges of the cover folded over so that they meet and lap. This produces a better bind. The ends of the cover, which has been folded over the center, should be sealed. You are then ready to spin the complete butter cup batch to the cutting machine.

The process of cutting is the most technical part of the whole procedure. There is a butter cup cutter on the market which has a disappearing platform. The man who operates the cutter "feels" his way through the candy. He just doesn't come down on it hard with the cutter, because if he did he would cause the knives to become sticky on the first cut. The candy-maker stretches the candy batch while on the cutter platform. The knives are let down easily so that the ends of each piece being cut off are squeezed together by the pressure applied by the knife. If the ends of each piece are not sealed after cutting, the moisture in the centers will be released, thus spoiling the eating quality of the candy, and the gloss will be lost quickly.

As each piece of candy is cut off, it is dropped off the cutter platform onto a cotton pillow at the end of the cutter. From the pillow, they are carefully moved to the end of the screen which covers the entire table and are not handled again until they are placed in jars or cans. This is done by setting the jar or can on its side, and placing the goods in the container with a special scoop made for the purpose. If the goods are to be shipped in jars, the tops are padded with soft paper so that the goods will not rattle and thus grind off the gloss.

The seven batches previously referred to as having been made in four hours were as follows as far as the kind of nuts, color, etc., which they contained:

#### **Centers Described**

The white covered batch had a walnut center; the pink covered batch had a pecan center; the yellow covered batch had an almond center; the orange covered batch had a filbert center; the green covered batch had a pistachio center; the lilac covered batch had a black walnut center and the clear batch with the three fine white stripes had a fig center.

A good retailer could sell these today in sealed tins, and display them in glass jars.

On this Kansas City job, I also made quite a line of *Opera Sticks* in seven colors and flavors. In fact, I made *Opera Sticks* for retailers all over the Southwest. *Opera Sticks* are still made in the dry climates and are used for parties and similar events. It is a solid satin finished candy; therefore, is not any different from any other solid satin candy except in shape and color.

We made 200-pound batches of nougat over open coke fires operating three kettles at once. Five dozen egg whites, per kettle, were beaten up stiff. The rough yardstick for nougat calls for a pound of candy for each egg used. Since I was doing the cooking, it meant that I had to cook 150 pounds of candy at one time. In order that the nougat would obtain a good color it had to be made in three sections or batches. To keep the nougat from getting too hot, the helpers stirred it constantly while the syrup was being poured into the egg whites, and while we were waiting for the next batch of syrup.

In order to start the grain, the first batch was made of 35 pounds sugar and 15 pounds corn syrup cooked to 245° F. This batch of syrup was fed slowly into the three kettles of egg whites, and when it was all stirred in, another batch of syrup was started, wherein the formula was reversed to 35 pounds corn syrup and 15 pounds sugar. This second batch of syrup was cooked



to 250° F. and then fed into and stirred into the previous batch and egg whites. The third batch of syrup consisted of 25 pounds of sugar and 25 pounds of corn syrup, cooked to 255° F., and then divided equally among the three batches of syrup and egg whites previously mentioned. This made a total of 150 pounds of candy plus 15 dozen egg whites.

The nougat was then stirred until it would form a medium firm ball when tested in water. When finished, the three equal batches of nougat were flavored as follows:

#### Flavors Added

The first, or white, batch was flavored with vanilla. The second, or pink batch, was flavored with strawberry. The third, or dark batch was flavored with two pounds bitter chocolate. Seventeen pounds of shelled almonds were added to each batch—white, pink, and chocolate—and stirred in thoroughly. The three batches were then poured on three slabs to cool. While the batches were cooling, 10 taper pails would be prepared with heavy wax paper.

Ten equal pieces were made from each of the three batches making a total of 30 equal portions: 10 white, 10 pink, and 10 chocolate. One piece of chocolate nougat was placed in the bottom of each of the 10 taper pails. On top of the chocolate was placed the 10 pieces of white, one in each pail. The assortment was topped off with the 10 pieces of pink or strawberry flavored nougat—one per pail—giving a total of three different flavors in each taper pail. Thus, we had moulded our nougat to the shape of the taper pail. It was important that the nougat had cooled properly on the slabs in order that it would have the proper brightness of color.

After cooling in the taper pails, the wax paper was removed and the nougat was sliced down so that it was possible to have a slice with three flavors if desired.

I almost forgot about the *Coconut Bon Bons*. They are very good eating, especially if dipped in glaze cream. They really melt in your mouth. Centers for these bon bons can be made at anytime and rolled down to a certain thickness, cut and rolled by hand to a size that will weigh about 32 pieces per pound when dipped.

The cream, of course, is made of 40 pounds of pure sugar, 12 pounds water, and three teaspoonsful of cream of tartar. This batch is cooked to 244° F. Cream when cool for a good gloss and dip the bon bon in three colors: white, pink, and chocolate. Inasmuch as these bon bons can be made and sold within the hour, there is no valid reason for stale candy in the retail shop.

I might add at this point that in cooking candy, a difference exists when soft water is used in place of hard water. Soft water makes beautiful satin finish work. It also inverts sugar much like cream of tartar does. In many places where soft water is available in the mains, I have made sugar stick candy from 50 pounds of sugar, and one teaspoonful of cream of tartar. Where water was hard however, the same formula was used with five teaspoonsful of cream of tartar.

#### A Candy-Maker 54 Years

After making candy for 54 years, I think it is a rather complicated job and takes lots of thought and planning and technical skill. For instance, few retailers would be willing to take a chance on placing a two-ounce bag of jelly beans in a sealed cellophane bag in the center of their best one-pound assortment. Yet if they have learned how to make high quality jelly beans, they will not

detract from the assortment but rather add to its appearance and individuality. I speak here of the beans made for bag packing and to be eaten within 30 days and not of the barrel trade.

Easter eggs made with the "melt-in-your-mouth" quality are also ready for the fancy package if made right. I don't mean the panned Easter eggs made for barrels but ones made to be eaten within 30 days after making rather than eight months after. The work that is done to make these eggs is very technical. Who would think that the most technical job of all pan work is making the lowly "jaw breaker"; however, that is true. After working for six years in the Jones store in Kansas City in the production of retail goods, I was impressed that the public wants quality candy and that the following ingredients—either in single use or in combination—are a part of every successful candy item on the market: butter, cream, milk, eggs, coconut, chocolate, brown sugar, and nut meats.

Let me say in finishing, that grounding a man on the intricacies and technicalities of candy making is a hard job; but unless he is properly grounded in these things, his success will be limited until he does have the basic understanding of the work.

#### January Sales Gain

Sales of manufacturers of confectionery and competitive chocolate products were up 1 per cent for January, 1946, over January, 1945, and a substantial increase of 16 per cent was revealed for January compared with the preceding month of December, 1945, reports J. C. Capt, Director of the Census. Data are based on reports from 264 U. S. manufacturers.

In January, 1946, the quantity (based on pounds) of confectionery and competitive chocolate products sold by 174 manufacturers was virtually the same as the amount sold in January a year ago. Sales value of these products rose 4 per cent. Average price per pound for January, 1946, was 24.3 cents, in January, 1945, and 25.4 cents in December, 1945.

Manufacturer-retailers recorded a 27 per cent decrease in sales for January, 1946, compared with January, 1945. Dollar sales of manufacturers of chocolate products competitive with confectionery increased 19 per cent, and "other manufacturers" showed sales down 1 per cent. January sales of manufacturer-retailers dropped back 57 per cent from the sales volume of December 1945. For manufacturers of chocolate products competitive with confectionery, a gain of 67 per cent was revealed. For "other manufacturers" sales increased 19 per cent.

Confectionery manufacturers in Illinois showed sales up 14 per cent for January, 1946, compared with January, 1945, and in California an increase of 11 per cent was recorded. Little or no change occurred in New York. A 3 per cent decrease was revealed for Massachusetts, and a drop of 24 per cent registered for Pennsylvania. Moderate increases occurred for Colorado-Utah (8 per cent), Iowa-Missouri (8 per cent), Michigan-Wisconsin (6 per cent), and Ohio-Indiana (5 per cent). Outstanding increases were revealed on a month-to-month comparison. In Illinois January sales were 74 per cent higher than the December dollar volume. A gain of 70 per cent was scored by Kentucky-Tennessee-Alabama-Mississippi. An increase of 46 per cent was recorded for Georgia-Florida.

Data are based on a sample survey conducted by the Bureau of the Census and assisted by the NCA. No adjustments have been made for seasonal or price fluctuations.

## Candy Production Reflects

# Seasonal Trends

By SELINA CALDOR

Foodstuffs, Fats, and Oils Section

Office of Domestic Commerce

Seasonal movement of candy consumption is still reflected in the industry's monthly fluctuations of wholesale and retail sales as well as in producers' payrolls. And even during the war, when demand for candy was unprecedented, seasonal fluctuations similar to those of peace years were abundantly evident.

The characteristic seasonal pattern of sales by the candy industry shows that the highest activity is reached just before the Christmas holidays, with a marked falling off by January. As the year progresses, there is a minor but well-defined rise in sales for Easter. In addition, the manufacturer-retailers experience a pick-up in sales for the February holidays, especially in box trade for St. Valentine's Day. The bottom for all candy sales is reached in midsummer—almost uniformly in July—with an upswing geared first to Thanksgiving and culminating in the Christmas trade.

### Chocolate Makers' Early Peak

For the chocolate manufacturer the autumn sales peak comes early and the secondary spring rise follows soon after a temporary December recession. Since the major portion of chocolate purchases occurs in cool weather, coinciding with the holiday season, a burst of activity occurs in Autumn. After the typical December decline, chocolate makers maintain the highest spring level among confectionery manufacturers.

Analysis of sales of manufacturer-wholesalers—who predominate among candy producers in number, in value, and in volume of output—indicates an apparently stable pattern of a Spring rise, a mid-Summer low, and a pre-Christmas peak.

Among the wholesalers, the houses whose specialty is bar goods appear to resemble most closely the chocolate makers with respect to the timing of their operations. Since chocolate is used in a great many bars and since the principal products of chocolate firms are solid or chocolate nut bars, this similarity is not surprising. A study of monthly statistics of confectionery production shows that bar-goods houses during prewar years increased the level of their operations at the same rate in January as did chocolate makers.

Of all the specialized types of candy business, it appears that bar-goods operations are characterized by the smallest seasonal variation. This relative stability may be partly explained by the absence of a peak demand from bar producers for holiday gift packages.

### Basic Differences Shown

A comparison of the seasonality among wholesalers making packaged chocolates and manufacturing retailers whose products are similar clearly reveals the basic differences in the operations of these two kinds of manufacturers. The outstanding characteristics of the retailer business is extreme sensitivity to holiday requirements, with two well defined Spring increases and the highest Christmas peak for any type of candy manufacturer.

Seasonal differences in sales of candy are also registered on a value basis, indicative of the larger volume of higher-priced candy marketed around Thanksgiving and

Christmas. The low point in average value usually occurs in the Summer.

A corresponding seasonal movement may also be observed in employment and pay-roll changes in the confectionery industry. In general, the fluctuations in employment, while similar, are less extreme than the fluctuations in confectionery sales.

Compared with 1939 or 1940, the war years saw a much higher average level of employment and greater steadiness in the candy industry. Stabilization of sales may in the future permit the achievement of a continuing stability of employment.

### Affect of War on Industry

For wholesalers, the war leveled off some of the sales peaks while maintaining business at a high rate. But for retailers, whose flexible operations made it possible to concentrate on the highest priced lines, the holiday and Christmas trade retained its pattern and rose to exceptional heights.

Even under the pressure of the wartime scarcity of sugar, and despite the leveling-off influence of military demand, the candy business never lost its characteristic seasonality. When sugar rations for candy manufacture were first set—for May and June, 1942, at 70 per cent of 1941 base use—the pattern was not greatly disturbed. With an increase in rations to 80 per cent for July-October, 1942, sugar was obtainable in time for peak operations. But a subsequent cut to 70 per cent, in effect until July, 1943, probably was a factor in an extreme midsummer decline.

The highest level of rations—80 per cent from August, 1943, to December of 1944, with a 10 per cent bonus raising to 90 per cent the allowance for November and December of 1943—coincided with the highest average level of confectionery sales. Successive cuts in 1945, to 70 per cent, then 65 per cent for April, May and June, and finally 50 per cent for the remainder of 1945, were reflected in less distinct seasonal movements and a general decline from the accelerated activity of earlier war years.

### New Packaged Candy Foreseen

Although the end of sugar rationing is still not in sight and supplies of other materials remain scarce, the gradual return to a peace economy is beginning to witness new developments in confectionery products and in packaging and marketing techniques. In many instances, plans are under way not only to change the outward appearance of packaged candies but also to change their ingredients.

Specialty, novelty, and holiday candies will be returning and will again exert some influence on seasonal trends. However, since the houses specializing exclusively in novelty and holiday candies are not the quantity producers and are not as numerous as package, bulk, or bar goods houses, they will probably not have a major effect on fluctuations in the industry.

While the usual Summer lull may be difficult to overcome in view of continued competition from ice cream and soft drinks in the warm months, a leveling off of seasonality may result from the introduction of new processes and modern merchandising methods.

Efforts made to perfect chocolate bars and protective coatings so they could withstand extremes of weather and temperature changes in the diverse climates where our troops were fighting during the war may pay dividends in the future. New skills acquired by candy cooks may extend the shelf-life of year-round goods and spread the appeal of seasonal candies over a longer period.

# Candy Equipment PREVIEW

APRIL, 1946



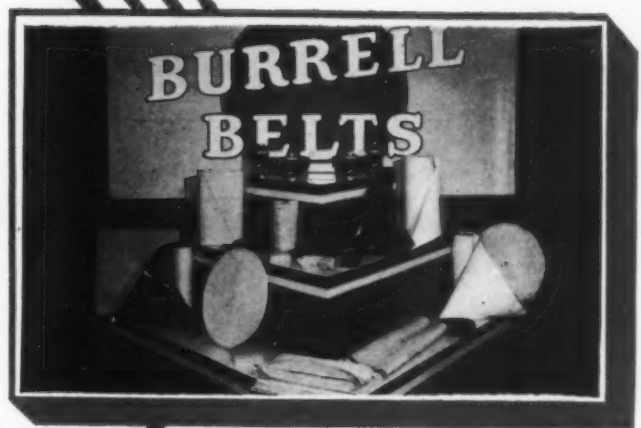
Buy **BURRELL** Quality

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is **1<sup>st</sup>**

*Among Candy Manufacturers who want  
only the best in belts!*

The photograph below is a BURRELL installation, showing a glazed cooling tunnel belt (dark); and a 90 degree endless turntable belt (light).



There is a BURRELL belt available for every purpose. Each one is designed for specific jobs. A complete list of BURRELL belts is given below.

For 32 years BURRELL has been producing high quality confectionery belts at lower costs. BURRELL belts are treated to resist deterioration from heat, cold, moisture, grease, oils, stretch, shrinking, excessive wear, etc. We are improving our products constantly. The use of BURRELL belts will minimize shut-downs in your plant from belting failures. 100% BURRELL installations in many of the industry's largest plants prove the superiority of BURRELL products. BURRELL belts are the result of years of experience and scientific engineering. Write, call, or wire for information and recommendations.

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- ★ Caramel Cutter Belts
- ★ Feed Table Belts (endless)
- ★ Caramel Cutter Boards
- ★ CRACK-LESS Glazed Enrober Belting
- ★ Packaging Table Belts (Treated and Untreated)
- ★ Innerwoven Conveyor Belting
- ★ Batch Roller Belts (patented)
- ★ Cold Table Belts (endless)
- ★ White Glazed Enrober Belting (Double texture; Single texture; Aero-weight).
- ★ V-Belts (endless)

**"Buy Performance"**

**BURRELL BELTING CO. 401 So. Hermitage Av. Chicago**



# Checklist of Equipment Requirements

*These checklists are urgently needed now following years of intensive wartime production and frequently inadequate machine repair.*

**R**ECONVERSION inventories of equipment are recommended by technicians of the Allis-Chalmers Mfg. Company, Milwaukee, to help maintenance men obtain a complete checklist of equipment requirements now so urgently needed following years of intensive wartime production and frequently inadequate machine repair. All-purpose machines such as centrifugal pumps, V-belt drives, and electric motors are especially suggested as requiring systematic and detailed study.

Pump condition, for example, can be checked and judged to fit into one of seven categories: (1) O.K. as is, (2) needs new parts, (3) will shortly require replacement, (4) needs immediate replacement, (5) needs re-application, (6) is obsolete, (7) may have parts of second or third choices that were determined by war shortages.

The pump examination starts off with a study of pump history. Master maintenance records and reports by mechanics and foremen form the basis for study. Pumps are best checked while in operation. Pumping capacity, efficiency, and head are first examined. Amount of liquid flow, power consumption, and net head measured in feet are basis for checking against the data-plate ratings. Checks made to see whether the suction plate has increased, and whether the foot valve or screening is clogged. Alignment of motor pump and pump shafts and bearing temperatures are examined next. Final check determines the rate of leakage at stuffing boxes, and whether the pump produces excessive vibration or noise.

## **Disassembly Required**

The third step requires disassembling the pump for detailed inspection. Wearing rings and close-clearance bushings are examined first. Then, the impeller is checked for wear, which may result from abrasion, corrosion, or cavitation through grit, chemical action, or localized pitting. Present density is checked against original thickness. If the impeller is worn to half of original thickness, replacement is necessary. Next, the casing is inspected, and wear may be similar to that on the impeller. Here, too, thickness should be checked against original size, and replacement made before wear reaches half-way mark.

In checking bearing clearance for wear, it will be necessary to remove all old grease and dirt particles. Overworn bearings should be replaced in the process, and the proper lubricant injected. Sleeves are then inspected for scoring or wear. This may result from entrance of grit, from aged or hard packing, from packing pulled too tight, or as a result of packing insufficiently-lubricated. Scored sleeves should either be replaced or turned down.

Checks should be made on water seal piping and oil rings. In case no leakage shows up at the glands, and if the packing and lantern ring check—lantern ring must

align with water seal piping outlet—then the trouble is probably caused by clogged piping. In the same way, grime-filled oil grooves may cause oil rings to stick and heat. A study of the completed check list will expose pump weaknesses.

The recommended V-belt drive inventory, devoted to V-belts, drives, sheaves, and speed changers, sets up five standards to determine equipment condition: (1) O.K. as is, (2) will shortly require replacement, (3) need immediate replacement. Sheaves may be placed in the same categories, or in a fourth: (4) are obsolete, or in a fifth (5) need re-engineering to correct misapplications caused by war shortages, or to take advantages of new developments.

## **Study Equipment Records**

As in the pump inventory, checking starts by studying equipment records. For instance, purchasing records reveal which drives have needed new belts too frequently. A drive that wears out some belts much faster than others, needs a thorough checking. Maintenance and machine operating records may uncover trouble spots at the start.

Another check will determine how well coordinated a drive is to its power transmission job. To do this, sheave diameters, drive centers, belt horsepower rating, belt speed, contact arcs, tension, and alignments are examined. Minimum sheave diameters of a given section should be: A-3", B-5.4", C-9", D-13", and E-21.6". Short centers reduce chances for belt slippage or whip-crack action. Not only will a short center lengthen belt life, it will also save on floor space.

Proper horsepower ratings and proper belt speed save belt wear. A manufacturer's catalog will provide the needed information. While horsepower ratings are based on a 180 degree arc of contact with sheave, drives vary due to differences in ratio and centers. Each drive should be equipped with an effective tension adjustment. Important to belt wear, tension can be tested roughly by "thumping" the belt: a slack belt feels lifeless. Drive shafts and sheave grooves placed in parallel position will aid in making proper alignment.

## **Eliminate Belt Abuses**

Eliminating belt abuses will lengthen belt life indefinitely. Belt scuffing, slip burn, oil swelling, and abrasion may be caused by protruding bolts, loose tension, oil soaking, and abrasive dust. These may be overcome by using drive guards and ordinary precautions.

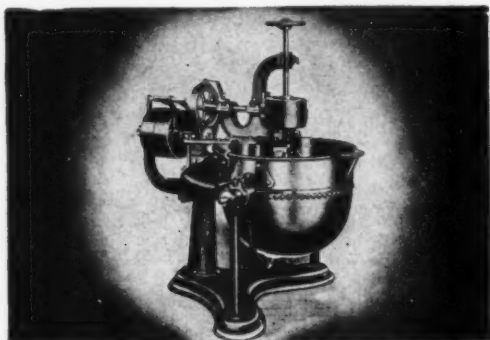
Belts are tailored to working conditions. Care should be taken to choose the right one for the job. Heat resisting belts are made for hot spots. Oily atmospheres require oil resisting belts. Belts running in oil baths need oil-proof treating. Static resisting belts are made for use near explosive powder or dust areas. Steel cable-

*(Please turn to page 38)*

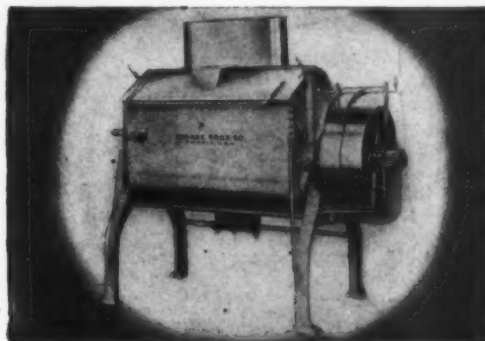


# SAVE WITH "SAVAGE"

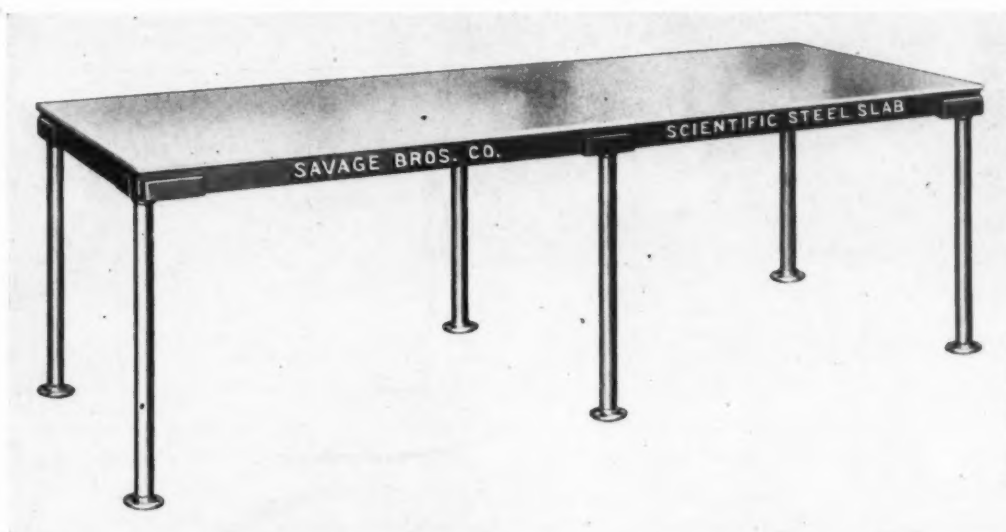
Machinery and Equipment made by SAVAGE has set a 90-year record for low-cost operation and maintenance. Close cooperation with confectionery manufacturers enables SAVAGE to anticipate your own needs.



**TILTING MIXER.** Adaptable for caramel, nougat and coconut latches. Double action agitator. Belt drive or motor drive. Sizes 25, 35 and 50 gallon.



**OVAL TYPE MARSHMALLOW BEATER.** 100% sanitary. More beating space for volume. Faster heat discharge. Quick cooling. 150 and 200 pound sizes. Belt or motor drive.



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**SAVAGE** has given almost a century of service to manufacturing confectioners. This long record of high-quality machinery production plus efficient repair service has made the name **SAVAGE** synonymous with candy machine quality.

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Since 1855



**SAVAGE BROS. CO.**

2638 GLADYS AVE., CHICAGO, ILLINOIS

# FLOW-MASTER HOMOGENIZATION



FLOW-MASTER HOMOGENIZER

**DOES  
THESE**

**4**

**Things**

**IN ONE  
OPERATION,  
AT LOW  
PRESSURE!**

- processes incompatible components in stabilized suspension in a liquid medium.
- suspends and stabilizes solids in a colloidal substance.
- reduces oils and fats to minute globules in a vehicle and disperses them so that they form emulsions.
- suspends minerals, pigments and the like in a vehicle.

This is what FLOW-MASTER Homogenization does — by means of a series of consecutive actions, each of which brings your product one step nearer to perfection. The FLOW-MASTER, patented and revolutionary in design, enables you to homogenize many products by batch or continuous method. It sim-

plifies production because it does the work of several special-purpose machines. It is so simple that anyone can operate it. It is so reliable that any product once perfected can be duplicated with precision time after time. It usually cuts manufacturing costs substantially. Its first cost is surprisingly low.

## The FLOW-MASTER KOM-BI-NATOR

REG. U. S. PATENT OFFICE

The Kom-bi-nator performs the function of 6 conventional special-purpose machines. You can combine any or all of these processes into a single, continuous operation —

**Grinding, Mixing, Stabilizing, Blending, Bleaching, Emulsifying, Homogenizing.**

The Kom-bi-nator is self-contained, requires no accessory pump, has no pistons. It will grind many solids in a liquid medium to as small as 1 micron. It will emulsify many incompatible materials. It will mix and combine various materials into a homogeneous mass. It improves taste, texture and sales potential by providing uniform dispersal, and does it at low manufacturing cost. Write for Catalog No. 10.



FLOW-MASTER KOM-BI-NATOR

**MARCO COMPANY Inc.,**

# FLOW-MASTER PUMPS

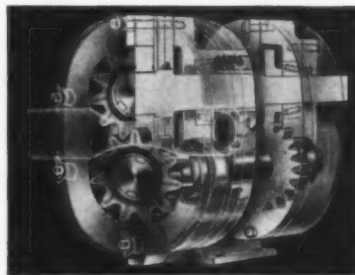
HAVE THESE

12  
Features

- pump many difficult materials
- transfer, meter or proportion
- maintain volumetric efficiency
- positive displacement
- automatically compensate for normal wear
- maintain high vacuum
- hydraulically balanced rotors
- work on high or low pressure
- automatic sanitary shaft seals  
on Commander, Challenger and De Luxe Models
- minimum hazard of seizing or galling
- stainless, sanitary, easy to clean
- proved in years of service

The new FLOW-MASTER Pumps were specially designed to meet the needs of confectionery processors for these 12 features. Standard models are available in capacity ranges to 4000 g.p.h. against head pressures up to 750 psi. Pumps to handle higher capacity ranges can be custom built. For details, engineering data and prices, send for a copy of the new FLOW-MASTER Pump Catalog No. 25.

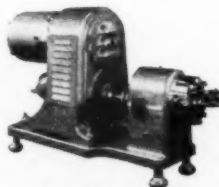
Catalogs describing the entire FLOW-MASTER Line — Homogenizers, Kombinators and Pumps — are yours for the asking. Write for them, and let us help you with your confectionery processing problems. Address Dept. F-4.



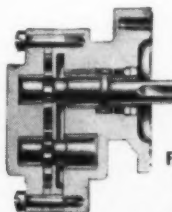
FLOW-MASTER "DE LUXE" Phantom View  
500—4000 G.P.H.



FLOW-MASTER COMMANDER  
Capacity 500—4000 G.P.H.



FLOW-MASTER Pump  
with speed reducer



FLOW-MASTER VICTOR  
for a built-in pump  
5—300 G.P.H.  
REQUIRES NO LUBRICATION



Third and Church Sts., Wilmington 50, Del.

# Confectionery Factory Maintenance

By JOHN H. BIER,  
Works Manager, National Candy Company

"Maintenance in manufacturing plants is the function of keeping structures, equipment and services in condition for efficient plant management."

PRICE PER COPY—50c

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THE  
MANUFACTURING CONFECTIONER

"Read Wherever Candy is Made"

400 W. Madison St.

Chicago 6, Ill.

(Continued from page 34)

embedded belts are made for heavy duty jobs. When one or more belts in set are worn out, the remaining belts will have stretched beyond the original length. For that reason, it will be economical to replace the entire set.

Sheave walls should be inspected for smoothness and straightness. Ridges or burrs in the groove walls should be eliminated. Shoulder-wear through misalignment will shorten belt wear. Correction may be made by replacement or regrooving. A summary made from the completed check list will disclose equipment condition.

In an inventory check on electric motors, four classifications are suggested: (1) O.K. as is, (2) need repair or new parts, (3) will shortly require replacement, (4) need reapplication.

Again, records are resorted to. Master maintenance records and reports from foremen and operators are accepted in the motor check. Things to watch for are: whether motor has been overloaded, underloaded, worked three shifts daily, allowed to go to work in spray, steam, flood, or acids, or whether the motor has stood idle to collect moisture and dirt. Answers to these questions at the start will help in knowing what to look for. It should be noted also that all motors built during the war contain a minimum amount of critical materials. Moreover, motor shortages encouraged mis-applications and name-plate ratings were ignored. For these reasons, a war-made motor requires special checking.

It is important to check the motor while in operation. The first check should be on power line voltage and frequency, and a comparison made against voltage and frequency listed on nameplate. A rpm check can be made by hand revolution counter. To do so, the cap is re-

moved, counter is held against end of shaft, and a timed reading is made. The reading is checked against name plate rating.

## Temperature Reading

Next a temperature reading is taken with the thermometer fastened to the stator iron. Add 15° C to the reading to allow for maximum internal motor heat. Reading is then compared to temperature rise rating on name plate. A 40° rise is acceptable, but top temperature should not exceed 80° C.

Bearing temperature may be taken by attaching the thermometer to housing or by inserting it into the oil well. Maximum safe heat for bearings is 96° C, though bronze bearings will take a higher temperature.

Excessive hum may be caused by uneven air gap, loose lamination, or unbalanced rotor. Correction is made by replacing bearing. Excessive vibration is often caused by misalignment between shafts of motor and driven machine, or through transmission of vibration in driven machine to motor. Running the motor disconnected will locate the difficulty. Vibration following repair may be caused by an out-of-balance rotor, while rapid knocking may be caused by incorrect axial adjustment for float, especially if the knocking follows motor re-assembly.

Inspection of motor parts should be made if thought necessary. Motor leads are first disconnected; the motor is uncoupled from driven unit. If excessive hum was noted while motor was in operation, a feeler gauge should be used to check air gaps between rotor and stator. Differences of 20 per cent indicate worn bearings, sleeves, or journals. Bearings can be checked by removing the end housing and lifting out the rotor. A dirty rotor may be cleaned out by air pressure not exceeding 30 pounds, by bellows, with a vacuum cleaner, or with a non-inflammable solvent. In the wound type rotor or armature, a check should be made for loose bonding. Looseness may be corrected by bonding with new wire, or by re-soldering. Major re-bonding, however, should be left to experts.

## Check Insulation for Flaking

Insulation on coils should be checked for flaking, which may lead to short circuits or grounds, excessive vibration (out-of-balance rotor), clogging of air vents (causing over-heating), or abrasive wear from fallen particles.

A visual check should be made for flaking; a megger test will help to locate trouble.

In a final check, bearings are removed with the use of a puller. Pressure is applied to the inner race only, and uniform pull is maintained all around to avoid distorting the race bore. Then bearings are checked for excessive wear, scoring, or pitting. Anti-friction bearings are cleaned thoroughly with kerosene to remove all old grease and dirt particles. The inner race is then held while rotating outer race to feel for rough action, and to listen for noises. Sleeve bearing clearances should be inspected with a feeler gauge. Normal clearances are computed by adding 0.001 for each inch of the shaft journal diameter to basic tolerance of 0.003. Excessive scoring will require replacement. If the bearing shows no excessive wear, motor hum may result from an out-of-balance rotor or armature. This can be checked on parallel bars.

A check should also be made for sparking causes by noting mechanical conditions of parts.

With the checking finished and notations made on the check list, it will be possible to make a proper motor appraisal.



## Candy Equipment News

The products described in these columns are all coded for your convenience. You may write in to THE MANUFACTURING CONFECTIONER for any further information on any one of these items and further information will be sent to you. Make use of this section to keep up-to-date on new candy equipment of all types. Information on these items is free for the asking.

### Special Belts for Candy Plants

Belts especially designed for particular problems found in confectionery manufacture are available. Among those included: (1) Types designed to overcome slipping, shrinking, stretching and excessive wear common in candy production, particularly in feed and cooling table operation. (2) Fan, drum, and speed roll belts on enrobing machines where elimination of stretch and slippage from high speeds is imperative. (3) Glazed belts for delivery table, cooling tunnel, and packing table. For complete information, check Code No. MO4A46.

### Save 25 to 200% on Labor Costs

Better quality products are guaranteed with the use of finer, fluffier sugar. Here is a machine which will pulverize your sugar so that it will always be fresh and does not require addition of starch when ground as it is needed. Where floor space is at a premium, this machine can be installed on top of bins, over conveyors, or suspended from wall or ceiling. Records show an annual return on investment of from 25 to 200% due to savings in power and labor alone. Check Code No. MO4Q46.

### Homogenizer for Candy Making

Homogenization apparatus has been developed that is reported to eliminate all risk of spoilage of stocks of condensed and evaporated milks, caramel pastes, and plastic milk, always a problem in candy-making. Perfect homogenization is also credited with eliminating fat bleed under any normal Summer condition. Homogenized coatings are said to obviate need of long, continued agitation and reduce power cost. Sanitation is particularly stressed. Complete disassembly, washing, sterilizing, and reassembly are possible in a few minutes. On kindred products a simple flushing out with hot water is sufficient. Tanks and coolers are stainless metal. Connections are sanitary pipe and fittings. All water pipes and cooler stands are galvanized iron. For the manufacturer's new catalog and complete information check Code No. MO4B46.

### Pulverizer for Small Grindings

A new, mechanical, dustless, screenless pulverizer especially suited for small quantity production is now in production. Cool in operation, this compact mill has grinding capacities from five to 200 pounds an hour, and is capable of reductions to ultra fine particles in 1-to-25 micron range. Operation is on a new grinding principle which imparts centrifugal force to each particle and opposes that force with an aerodynamic drag. All parts in contact with material being ground are stainless steel

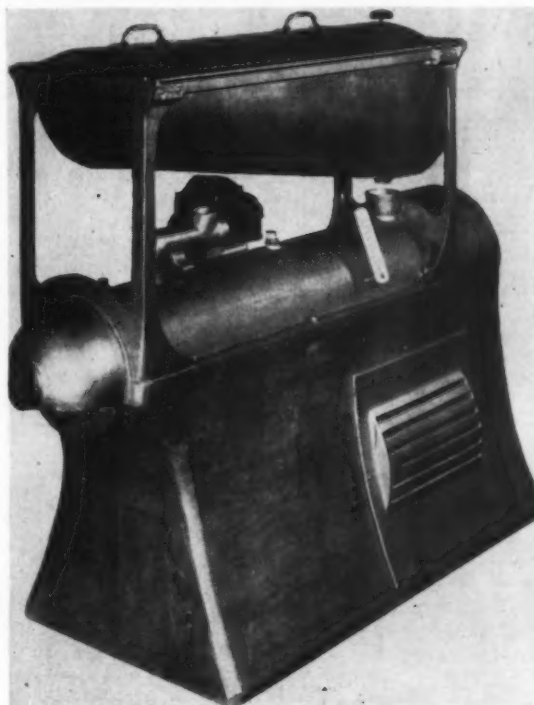
*It's A "Dream" To Operate---  
So Simple . . . So Easy . .  
So Fast . . . So Clean . . . !*

### The New Instant and Continuous FONDANT MACHINE

Truly a dream machine. It's designed for turning out on a production line basis fondants, fudges, bon bon creams, etc., of a finer smoother quality than before possible.

Imagine the thrilling experience of watching fondant or fudge flow out hour after hour just as simply and continuously as water flows from a faucet. Not a large bulky machine but small neat and capable, eliminating man hours of costly labor. Your men won't spend time scraping and cleaning this machine.

Pour your hot syrup direct from the cooker into the machine . . . no wasted cooling time or complicated expensive refrigeration necessary. It's designed to take the hot syrup and in seconds it flows out of the machine a finished product. All machines shipped complete.



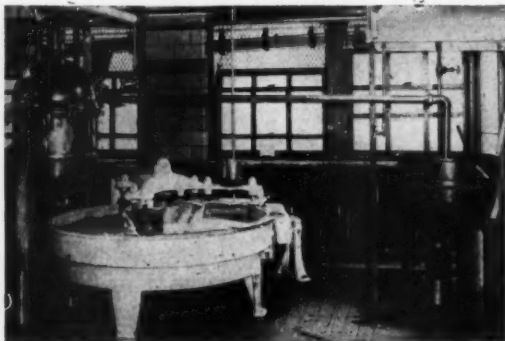
Bonafide orders filled on basis of date received.

## KENMER PRODUCTS

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# THE NEW SIMPLEX VACUUM COOKING and COOLING UNITS

For Highest Production of Quality Cream Fondant



TYPE E2—Patented

The "Simplex" Vacuum Fondant Unit shown above (with one 5-foot cream beater) is actually producing over 1,000 pounds of Fondant per hour.

Also—The Simplex Vacuum Cooker for After-dinner Mints, Taffies, Caramels and Hard Candy. All pure sugar . . . or any combination of ingredients. We also manufacture Special Steel and Stainless Steel Hot & Cold Slabs, Automatic Batch Rollers, Automatic Continuous Plastic Tablet Machines, Conveyors, etc.; Write for quotation and specifications.

## Do You Know These Facts:

How it saves in time, floor space, labor, etc?

How it increases production without additional equipment?

How it has revolutionized production methods and makes factory working conditions much easier?

How the quality is improved by producing a whiter and smoother fondant?

Also many other advantages almost too numerous to mention.

From results actually accomplished no manufacturer operating on a wholesale basis or its equivalent, can afford to ignore this development.

Without any obligation we are ready to extend the fullest cooperation to help you determine what we can do for you under your own working conditions.

## Incorporate 16 New and Important Features:

1. New Streamline Vacuum Kettle insures higher and quicker vacuum.
2. Higher steam jacket insures faster cooking.
3. Larger and more efficient vacuum pump.
4. Larger and more efficient condenser.
5. Larger and more powerful electric motor.
6. Larger steam inlet and outlet lines.
7. More compact dome counter weight.
8. Draw-in connection with new quick acting self-cleaning air-tight valve.
9. Air release valve for steam jacket in addition to bottom drain.
10. Larger and higher goose neck assembly.
11. Larger sight glasses.
12. New sight glass light shade and bracket.
13. New extra large scale dome thermometer temperature gauge.
14. New central control feature arrangement for electric and steam lines.
15. New automatic vacuum time alarm clock.
16. More practical cut-out or built-up base.

**Vacuum Candy Machinery Co.**

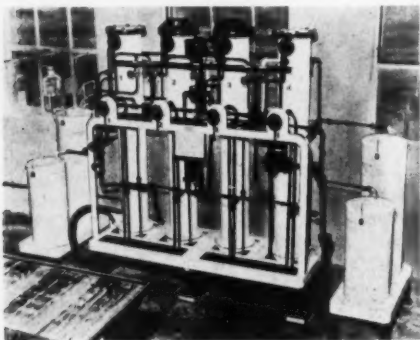
15 PARK ROW  
NEW YORK 7, N. Y.

Factory: HARRISON, N. J.

with exception of body castings of high nickel-iron alloy or other machineable alloys. Check Code No. MO4D46.

## Mineral-Free Water Apparatus

Chemical equivalent of distilled water becomes as readily available as tap water through use of equipment shown. Large portable unit is of prefabricated type, has capacity of two to three gallons of mineral-free water per minute. A laboratory size unit will



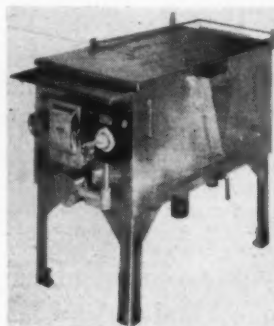
produce 30 gallons an hour. Special permanently installed sizes are available for large industrial users. Check Code No. MO4C46.

## Stainless Steel Filler

Automatic weighing and filling of candy and nut meats are reported handled accurately and correctly by this machine. Parts coming in contact with materials are of stainless steel and aluminum. Bag opening, filling and sealing on straight line conveyor belt line-up are possible. Check Code No. MO4F46.

## Stainless Steel Jacketed Kettle

Development of a jacketed kettle of stainless steel for heating chocolate, syrups, and gelatine is announced. Electrically heated for safe, sanitary operation, kettle is thermostatically controlled for accurate temperature within plus or minus five degrees. A stainless steel thermometer with three-inch dial is provided. Provisions of food regulations are provided for with inside rounded corners. Kettle has stainless steel drain-board which serves as lid when not in use. Check



Code No. MO4E46 to obtain the complete details.

## Aluminum Fondant Machine

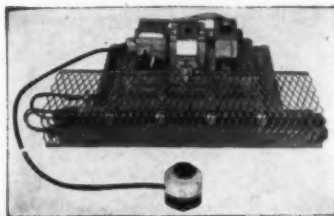
A completely enclosed aluminum fondant machine, featuring instant starting, cleanliness, unsupervised operation, and virtual elimination of cleaning and scraping, is announced. Continuous and short run economical operation is promised. Check Code No. MO4P46 for full details.

## Slide Chart for Tubing

Finding proper stainless steel tubing technical data for any processing job is speeded with this new slide chart. Chart makes available in convenient form figures on velocity constants, mass velocity constants, data on tube diameters of various sizes, pressures, and a table of weights. Check Code No. MO4L46.

### Solenoid-Operated "Giant Jaw" Sealer

Equipped with 30-inch hard chrome-plated sealing bars with either horizontal-krimped or flat seal bars, this new



solenoid-operated sealer will heat seal unusually large bags, pouches, sheets, by merely pressing the safety foot switch which actuates the long-life replaceable-ram solenoid. Other fea-

tures: ballbearing action, pressure equalization adjustments for face of bars if required, floating or self-aligning sealing bars, safety switch box, choice of sealing bar widths, expanded metal protective cover, sanitary white enamel finish. Check Code No. MO4O46 for complete details.

### New Screens Equal Pre-war Type

Mosquito "escape" figures for new 18x14 mesh ordered by War Production Board in June, 1945, equal those of pre-war 16x16 mesh. New mesh also keeps out all flies. Figures are based on 167 tests of 7,000 mosquitoes. Check Code No. MO4K46.

### Chocolate Production Line

New automatic production line that deposits, shakes, cools, and demolds 1000, 10 lb., commercial cakes of chocolate an hour is announced. Wholly automatic, the equipment provides 530 feet of cooling travel in 54 feet of

floor space. Molds are locked in and do not have to be handled to release molded cakes of chocolate. All operations, from depositing fresh chocolate to unloading finished product onto packing belt are performed in one continuous process. Available also for the smaller chocolate bars. Check Code No. MO4N46.

### Electronic Packaging Machine

Heating elements seal packages in a few seconds at a negligible cost per piece in a new electronic principle packaging machine, it is reported. Process keeps sealing temperature uniform at point desired. Electronic control is connected in electrical circuit. Principle eliminates mechanical lag between indicating and control sections, insures speed, serviceability of instrumentation. Check Code No. MO4M46.

### Economical Versatile Wrapper

Machine can be adapted to glassine, foil, plain or moisture-proof cellophane, and other type wrappers. Provision for an inner wrapper is also possible. Electric eye device registers printing with high accuracy. Flat cards or turned up trays can be used. In latter case, machine forms tray from flat-scored cards. Accommodates sizes to 10 inches in length. Speed is 70 to 80 packages a minute. For complete details, check Code No. MO4G46.

### High Speed Nut Roaster

This new high speed, two-bag nut roaster permits nuts to start roasting immediately when immersed. As oil has no chance to break down, machine produces no discarded or scrap oil. Filtering is eliminated. Production is sufficiently high to permit use of quantity of oil equal to capacity of unit in one day. Check Code No. MO4H46.

## New! HIGH PRODUCTION SPECIALITY CHIP COOKER



150 lbs. per hr. unit

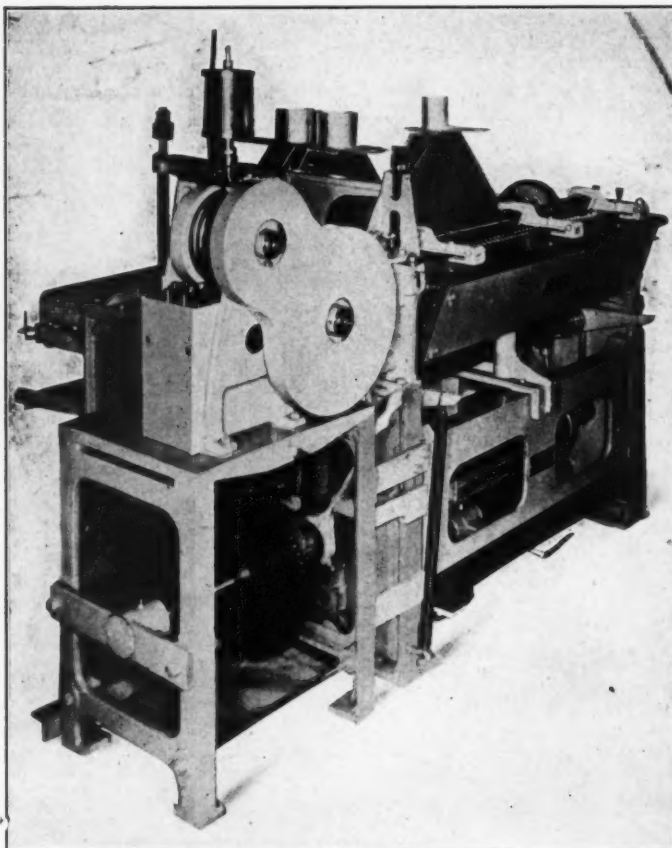
### 150 lbs. Top Quality Chips per Hour Guaranteed!

Yes, guaranteed . . . although actual production is usually 200 lbs. per hour! Basic design features—scientifically exact gas and air mixer, long flue travel and the SPECIALITY COLD ZONE—insure high speed quality production and low cost performance. Manual open-kettle frying means consistent high quality potato chips. Cooking oil stays fresh, is not broken down by burning particles. No discarded or scrap fat or oil! Made in three models: 150, 100, and 50 lbs. per hour units. One cook operates any unit! Used today by outstanding potato chip manufacturers. Get full facts! Write or wire for details and prices.

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FAMOUS SPECIALITY NUT ROASTER

**SPECIALITIES APPLIANCE CORPORATION**  
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## The Automatic Hard Candy Machine Model E

For producing all hard candies of  
spherical shape.

**Balls**

**Kisses**

**Barrels**

**Eggs**

**Olives, etc.**

One operator spins direct to machine.  
Capacities 3000 to 10,000 pounds.  
Our Model E incorporates all the  
developments of previous experience

A Ten to One Favorite.

**John Werner & Sons, Inc.**  
ROCHESTER 13, N. Y.

### Stainless Steel Molds

Especially designed for modernizing and improving moulding departments, these stainless steel molds are non-contaminating and rust-resistant. Ease of cleaning affords high sanitation, saves labor, it is reported. Available in flat or hollow types. Check Code No. MO4J46.

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Name.....  
Company.....  
Position.....  
Address.....  
City.....  
State.....  
Zone.....

### NCWA Names Councilmen

Forty-two candy wholesalers have been honored by the board of directors of the National Candy Wholesalers Ass'n., Inc., by election as state councilmen from their respective states, C. M. McMillan, executive-secretary reports.

While the new officers will serve only through the first national convention, they will be eligible for possible reelection following the convention when, according to the constitution and by-laws, a by-mail election will be held.

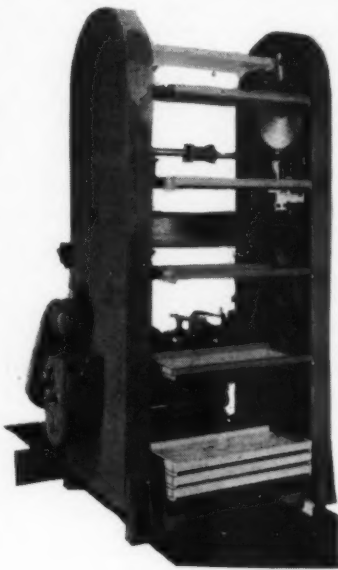
The new group of councilmen, together with the directors from their respective regions, comprise regional councils provided for in the constitution and by-laws as an advisory group to the board of directors. Ultimately there will be 12 such regional bodies with one member from each state. These groups will meet at intervals to plan programs for extension of the national association's activities in their areas and to make recommendations on the effect of industry problems in their sections. Councilmen, by regions, are:

1. P. E. Griffin, Bates Street Cigar & Confectionery Co., Lewiston, Me.; A. F. Guernsey, N. C. Guernsey & Co., Keene, N.H.; Henry F. Fagan, Rutland, Vt.; Anthony G. Villano, Bradley Smith Sales Co., New Haven, Conn.; Jos. J. Daly, James W. Daly, Inc., Lynn, Mass.; Nathan Temkin, General Candy Co., Providence, R. I.

2. I. L. Saffer, Saffer-Simons, Inc., Newark, N. J. and L. W. Race, Buffalo, N. Y.

3. Jos. Olshan, Olshan's Confectionery, Pottsville, Pa.; Jacob Kopp, The Kopp Candy Co., Uhrichsville, Ohio.





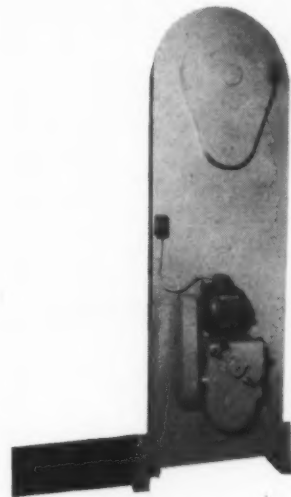
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## THE MODERN WAY TO LOAD OR STACK STARCH TRAYS

**Guarantees Greater Production at Lower Cost**

- Two Types Available
  - a. Dolly type machine
  - b. Lift truck machine
- Timed to expel predetermined number of trays
- Saves labor; these machines are capable of paying for themselves in less than one year of operation in labor costs alone
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  - By actual tests, will handle more trays per day than by manual stacking.
  - Installation from three to five hours without interruption of production.

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4. Jos. Zupnik, Edw. Zupnik & Sons, Washington, D. C.; John Roesner, Roesner Brothers, Hagerstown, Md.; H. Schoen, Ashton-Crowley Co., Charleston, W. Va.; Robert Lowe, Betts-Tyler & Browne, Richmond, Va.

5. Sam E. Sawyer, Sawyer Candy Co., Elba, Ala.; J. M. Turner, Jr., Turner-Taylor Co., Tampa, Fla.; T. W. McDonald, Cherokee Rose Candy Co., Monroe, Ga.; Clyde Short, Shelby, N. C.; Guy Slagle, Conway, S. C. S. C.

6. Harvey Miller, McGeece, Ark.; Sidney Grossman, Linker Cigar Co., Louisville, Ky.; Frank P. Corso, Biloxi, Miss.; Leslie Badeaux, Thibodaux, La.; H. A. Tiller, H. A. T. Food Products Co., Knoxville, Tenn.

7. C. A. Fitzgerald, Del-Tex Nut Co., San Angelo, Tex.; Budlow Grigsby, Budlows Wholesale Co., Chickasha, Okla.; Jack Beaty, Rocky Mountain Wholesale Co., Albuquerque, N. Mexico.

8. William Barron, William Barron Candy Co., Oakland, Calif.; Mrs. Karl A. Peterson, Peterson Candy & Distributing Co., Price, Utah.

10. Glen Miner, Lystad & Redick, Devils Lake, N. Dak.; M. W. Pierce, Candy Service Co., Aberdeen, S. Dak.; L. W. Eidsvold, Morris, Minn.

11. Glen Baldwin, General Candy Co., Lincoln, Neb.; O. D. Bettinger, Commercial Candy Co., Topeka, Kan.; T. E. Powers, McPike Drug Co., Kansas City, Mo.

12. H. H. Heidlebaugh, Decatur, Ill.; O. M. Rodecap, The Rodecap Co., Anderson, Ind.; George J. Severin, A. C. Courville & Co., Detroit, Mich.; Harry J. Awe, Oshkosh, Wis.

for April, 1946

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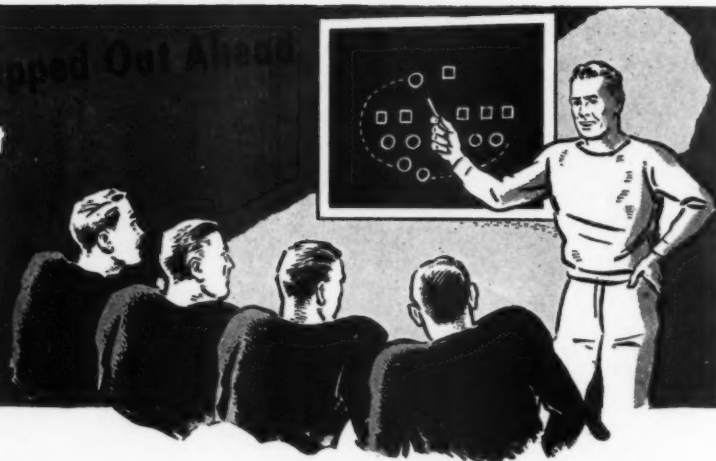
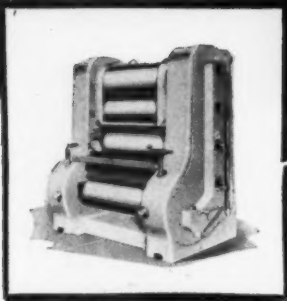
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- Allis-Chalmers Mfg. Co., Milwaukee, announces appointment of Dr. Stuart E. Tracy as assistant manager of basic industries department in charge of new chemical processing machinery section.
- Re-Bo Manufacturing Co., Inc., announces relocation of its Knoxville, Tenn. plant in Bedford, Va., where firm purchased former Continental Can Co. property.
- Leslie Co., Lyndhurst, N. J., has named Russell W. Boettiger sales manager. Mr. Leslie will supervise field sales and service activities of firm's agents.



FIRST large group of civilian machines to be completed since end of war, in new assembly department of J. W. Greer Company, Inc., Cambridge, Mass.

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By

**STROUD JORDAN**

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and

**KATHERYN E. LANGWILL**

M.S., Ph.D.

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Dr. Langwill is Assistant Professor of Nutrition, Drexel Institute of Technology, former Technical Editor of *The Manufacturing Confectioner*, and author of numerous technical articles.

Dr. Jordan and Dr. Langwill skilfully present in this volume a thorough study of applicable methods of analysis and procedures and a comprehensive assemblage of data covering composition of basic raw materials and of finished confections in which they have been employed. Handy tables and graphs are also given.

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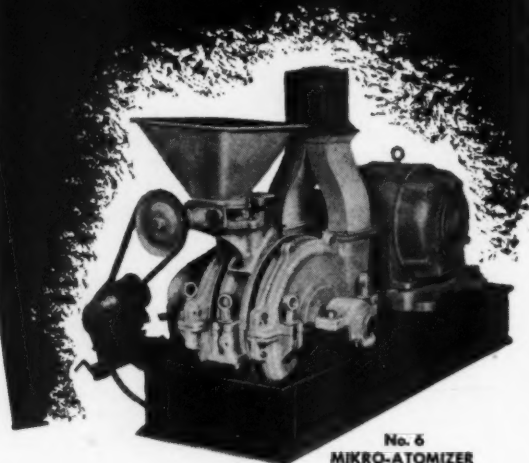
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NEW YORK 17, N.Y.





- **National Association of Tobacco Distributors**, Western convention, St. Francis Hotel, San Francisco, April 18-19.
- **American Management Association**, Spring Production Conference, Hotel Pennsylvania, New York, April 22-24.
- **Industrial Packaging Engineers Association**, First annual convention, Sherman Hotel, Chicago, April 24-26.
- **Chamber of Commerce of the United States**, Atlantic City, N. J., April 30-May 2.
- **National Candy Wholesalers, Association, Inc.**, First Annual Convention, Sherman Hotel, Chicago, April 30, May 1, 2.
- **National Paper Box Manufacturers Association**, Hotel Drake, Chicago, May 12-15.
- **National Premium Exposition**, Palmer House, Chicago, May 20-23.
- **National Federation of Sales Executives**, annual convention, Stevens Hotel, Chicago, May 20-23.
- **Flavoring Extract Manufacturers' Association** of the U. S., Drake Hotel, Chicago, June 2-4.
- **The Associated Retail Confectioners'**, National Convention, Drake Hotel, Chicago, June 5-7.
- **National Industrial Advertisers Association**, Convention, Hotel Claridge, Atlantic City, N. J., June 20-22.
- **National Confectioners' Association**, Annual Convention and Exposition, Stevens Hotel, Chicago, June 24-28.
- **Boston Confectionery Salesmen's Club**, convention, Mayflower Hotel, Manomet Point, Plymouth, Mass., June 28-30.
- **National Confectionery Salesmen's Association**, Victory Convention, Hotel Statler, Buffalo, N. Y., July 9-11.

• **National Patent Council, Inc.**, this month named the following equipment manufacturers governors, John W. Anderson, president, announces: Henry K. Norton, treasurer, Walter Kidde & Co., New York; Melvin M. Johnson, Jr., president Johnson Automatics, Inc., Boston; E. A. Terrell, president, Terrell Machine Co., Charlotte, N. C.; Phil T. Sprague, president, The Hays Corp., Michigan City, Ind.; W. L. McKnight, president, Minnesota Mining and Manufacturing Co., St. Paul; C. B. Hasford, president, L. P. G. Equipment Corp., Dallas; and Jay C. Perrin, president, Towlsaver, Inc., Los Angeles.

• **Marco Co., Inc.**, Wilmington, Del., is distributing new catalogs on its "Flow-Master Line of Processing Equipment" and "Flow-Master Pumps."



### Home of "The Candy Cooling People"

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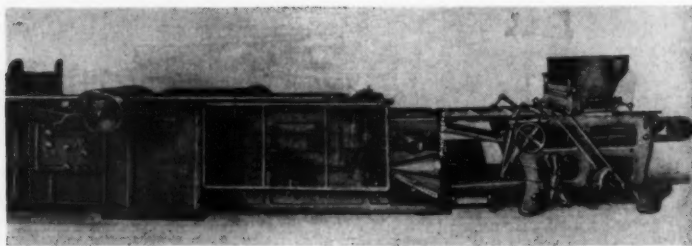
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**UNION**  
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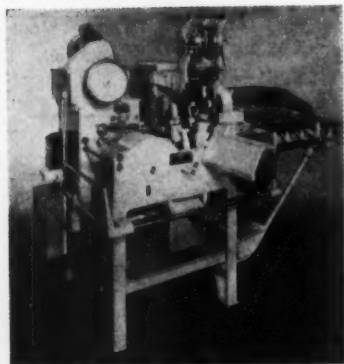
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**For a Sound Investment . . . Write or Wire Your Requirements Collect**



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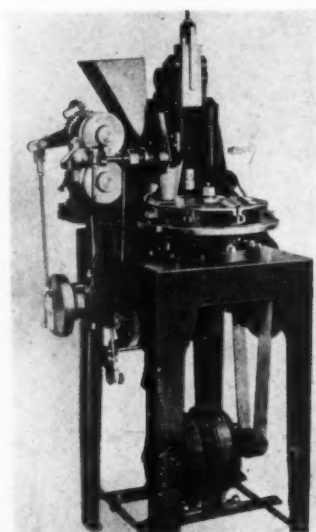
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Package Machinery Model LP 2

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- Racine Model M. Die Pop Machines.
- Rose Candy Twist Wrapper.
- Dayton and Ball Cream Beaters.



Racine Model M Die Pop Machine

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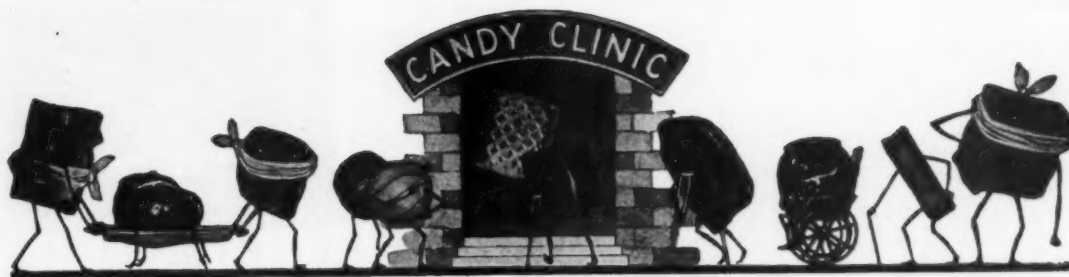
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# THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

## Assorted Chocolates Analyzed this Month

CODE 3K46

**Assorted Chocolates—1 lb.—\$1.00**

(Purchased in a department store,  
Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Two layer type, full telescope, Nile green, name embossed in gold, red rose and leaves. Wax paper wrapper.

**Appearance of Box on Opening:** Good.

**Number of Pieces:** 27 dark coated, 28 milk coated.

**Coatings:** Dark and milk.

**Colors:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Dark Coated Centers:**

Orange Jelly Sticks: Good.

Chocolate Creams: Good.

Jelly: Could not identify flavor.

Vanilla Creams: Good.

Vanilla Caramels: Fair.

Maple Nut Creams: Good.

**Milk Chocolate Centers:**

Chocolate Nut Nougat: Good.

Molasses Peanut Butter Blossom:

Good.

Nut Taffy: Good.

Almonds: Good.

**Assortment:** Fair.

**Remarks:** Assortment contained too many creams and jellies. Caramels were tough and lacked a good flavor. Assortment could be improved by adding a few molasses chips, caramallows, fig or fruit paste, a good marshmallow orange and raspberry or pineapple cream. Some of the pieces are too large for a dollar box of chocolates.

CODE 3L46

**Assorted Chocolates—1 lb.—\$1.10**

(Purchased in a drug store, Chicago, Ill.)

**Appearance of Package:** Good.

**Box:** Two layer type, full telescope, cream colored paper, name embossed in gold, garland of flowers in colors. Cellulose wrapper, neat and attractive looking box.

**Appearance of Box on Opening:** Good.

**Number of Pieces:** 28 dark coated, 22 milk chocolate coated, 1 foiled, 4 panned peanuts.

**Coatings:** Dark and milk.

**Colors:** Good.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Centers Dark Coated:**

Chips: Good.

Vanilla Caramel: Good.

Fruit Paste: Good.

Marshmallow: Good.

Molasses Sponge: Good.

Almonds: Good.

Orange Cream: Good.

Fig: Good.

Chocolate Almond Caramel: Good.

Cherry Creams: Good.

Nut Taffy: Good.

Vanilla Creams: Good.

Molasses Plantation: Good.

**Date:** Good.

### Follow This Candy Clinic

### Schedule When Sending Samples

The monthly schedule of the Candy Clinic is listed below. When submitting items, send duplicate samples by the 1st of the month preceding the month scheduled.

**JANUARY—Holiday Candies**

**FEBRUARY—Hard Candies; Chewy Candies; Caramels**

**MARCH—One-Pound Boxes of Assorted Chocolates**

**MAY—Easter Candies and Packages; Molded Goods**

**JUNE—Gums and Jellies; Marshmallows**

**AUGUST—Summer Candies and Packages; Fudge**

**SEPTEMBER—Bar Goods of all Types**

**OCTOBER—Salted Nuts; 5c-10c-15c-25c Packages; Different Kinds of Candies**

**NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces**

**DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages**

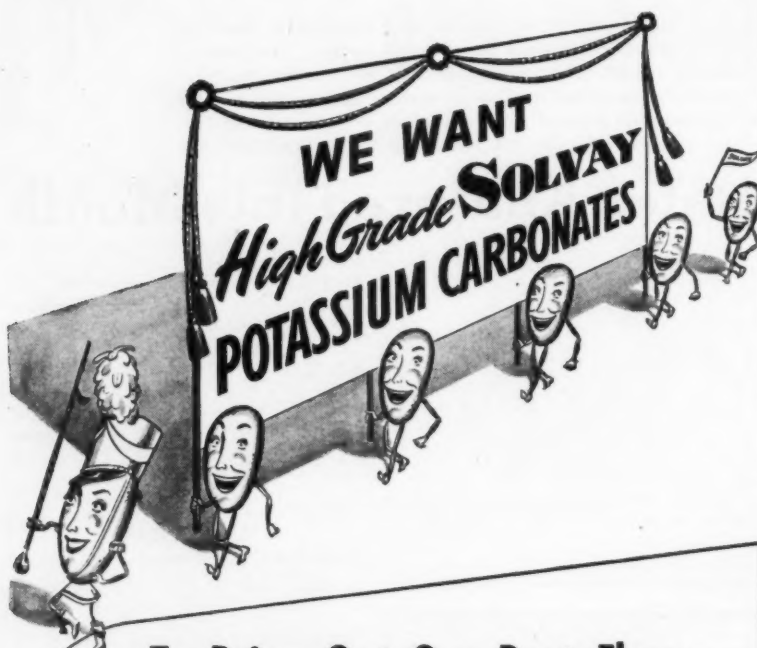
**Centers—Milk Coated.**  
 Pecan Brittle: Good.  
 Peanut Brittle: Good.  
 Solid Chocolate Tablets: Good.  
 Cashew Clusters: Good.  
 Almonds: Good.  
 Nut Nougat: Good.  
 Fruit and Nut Brittle: Good.  
 Vanilla Cream: Good.  
 Fruit Paste: Good.  
 Nut Cream: Good.  
 Chocolate Nut Nougat: Good.  
 Orange Cream: Good.  
 Maple Pecan: Good.  
 Panned Nuts: Good.

**Assortment:** Good. Well balanced.  
**Remarks:** The best \$1.10 box of assorted chocolates that the Clinic has examined in some time.

**CODE 3N46**  
**Assorted Chocolates—1 lb.—\$1.50**  
 (Sent in for Analysis No. 4468)

**Appearance of Package:** Good.  
**Box:** Gold, embossed paper, name in black, extension edge, two layer type, tied on two corners with red ribbon, cellulose wrapper.  
**Appearance of Box on Opening:** Good.

(Please turn to page 52)



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Manufacturers of "Dutch Process" Chocolate and Cocoa know the importance of pure, high grade potassium carbonates in transforming chocolate beans to one of America's favorite foods and beverages.

SOLVAY Potassium Carbonates are the choice of most leading manufacturers. They insure the *quality* and *purity* of fine chocolates and cocoas.

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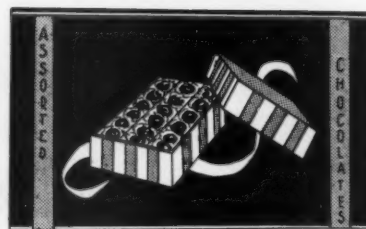
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right in our own plant, under ideal processing conditions.

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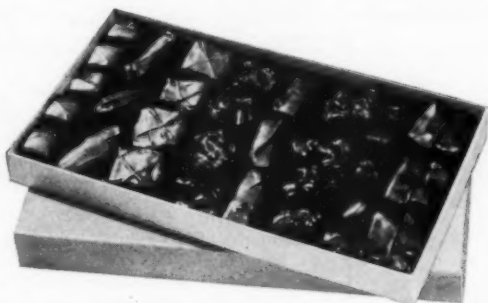
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*Help make candy*

*Extra* DELICIOUS

*Extra* SMOOTH

*Extra* NOURISHING



## KRAFT MILK PRODUCTS

*are*

- *dependable*
- *uniform*
- *easy to use*



Call or write your nearest Kraft office  
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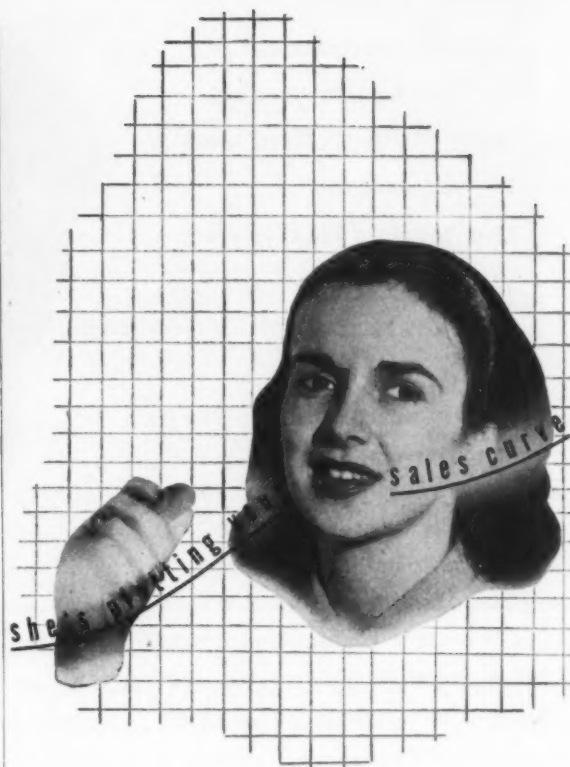
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If your sales respond to taste, flavor your products with Ethavan\*—Monsanto's Ethyl Vanillin — and maintain a growing customer preference for your candies, ice cream and bakery goods.

Ethavan has a more distinctive flavor than vanillin — a more pronounced, more pleasing aroma. Its individuality "stays," even when products are subjected to high or low temperatures in processing. Though higher in price, it is more economical to use because it is practically three times stronger than vanillin.

Try it. Experimental samples may readily indicate how the keener taste appeal of Ethavan can be reflected in an upward sales trend. Contact the nearest Monsanto Office, or write: MONSANTO CHEMICAL COMPANY, Organic Chemicals Division, 1700 South Second Street, St. Louis 4, Missouri. District Offices: New York, Chicago, Boston, Detroit, Cincinnati, Charlotte, Birmingham, Los Angeles, San Francisco, Seattle, Montreal, Toronto.

\*Ethavan: Reg. U. S. Pat. Off.



**Your customers all  
want the sweets  
with "body" firm and  
bland.  
Use Swift's Fluff-Dried  
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for that texture they demand.**



SWIFT'S FLUFF-DRIED ALBUMEN gives you fine results these balmy spring days. Without soaking, it whips lightly into clouds of fine, egg-white fluff that means body in your mix . . . to "stand up," even in warm weather. Made exclusively from spring-laid eggs, it never loses that bland flavor of freshness . . . never clumps . . . gives you bigger yield and better candies.

*Order from your Swift salesman  
or nearest Swift branch.*

## STAR SALESMEN---

**who never take orders**

Men who make it their business to know present and future market conditions comprise Dyer's research and statistics department.

*Information the alert sugar  
buyer requires—he gets from*

### B. W. DYER & COMPANY

**Sugar Economists and Brokers**

**120 Wall St., New York 5, N. Y.**

**Phone WH 4-8900**



**Number of Pieces:** 25 dark coated, 11 light coated, 4 Jordan almonds, 1 vanilla caramel cellulose wrapped, 1 nut chew cellulose wrapped.

**Coatings:** Light and dark.  
Colors: Good.  
Gloss: Good.  
Taste: Good.

**Light Coated Centers:**  
Brazil Nut: Good.  
Pecan Cluster: Good.  
Cashew Cluster: Good.  
Vanilla Caramel: Sticky.  
Vanilla Fudge: Good.  
Vanilla Cream: Good.

Orange: Entirely too much color used.

Cordial Cherry: Good.

**Dark Coated Centers:**

Raisin Clusters: Good.  
Pecan Clusters: Good.  
Peanut Cluster: Good.  
Coconut Paste: Fair.  
Chocolate Cream: Good.  
Orange Cream: Too much color used.  
Vanilla Chew: Fair.  
Vanilla Cream: Fair.  
Wintergreen Cream: Too much color used.  
Light Pink Cream: Rank flavor.

Vanilla Caramel: Good.  
Raspberry Cream: Very poor raspberry flavor.  
Mint Cream: Cheap flavor.  
Date: Good.  
Jordan Almonds: Good.  
Nut Chew: Cheap piece.  
Vanilla Caramel, cellulose wrapped: Fair.

**Assortment:** Fair.

**Remarks:** Too many creams used in assortment. Very cheap flavors. Caramels need more butter or fat. Poorly made creams. The Clinic has examined better assortments and better quality chocolates at 70c the pound.

**CODE 3046**

**Assorted Chocolates—1 lb.—80c**

(Sent in for Analysis No. 4469)

**Appearance of Package:** Good.

**Box:** One layer, telescope type, buff color printed in brown, tied with a pink grass ribbon.

**Number of Pieces:** 17 dark coated, 19 light coated.

**Coatings:** Light and dark.

Colors: Good.  
Gloss: Good.  
Strings: Good.  
Taste: Good.

**Dark Coated Centers:**

Sponge: Good.  
Chocolate Cream: Good.  
Cream: Could not identify flavor.  
Chocolate Mint Paste: Good.  
Vanilla Caramels: Good.  
Cherry Cream: Dry.

(Please turn to page 54)

# World's Luckiest Children!

Good wholesome candy has a place in every diet. It is especially important for children, supplying the extra food energy their active, growing bodies need.

American children are fortunate. Their pennies buy candy of fine quality and high nutritive value. This combination of quality and low price has been achieved largely through the extensive use which American candy manufacturers make of corn syrup, confectioners starches and dextrose sugar.



**CONFECTIONERS STARCHES**  
**CONFECTIONERS CRYSTAL 3 STAR CORN SYRUP\***  
**CERELOSE\* . . . DEXTROSE SUGAR**

\*T. M. Reg. U. S. Pat. Off.

**Corn Products Sales Company • 17 BATTERY PLACE • NEW YORK 4, N. Y.**

**A Quarter-Century Devoted To The Manufacture  
 Of Fine Chocolate Coatings**



**Merckens Chocolate Co. Inc. Buffalo 1, N. Y.**

**BRANCHES AND WAREHOUSE STOCKS IN  
 BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND.**



# YELKIN

THE  
STANDARDIZED LECITHIN

AND OUR "KNOW-HOW"  
ARE AN UNBEATABLE TEAM

Fifteen years ago we introduced YELKIN to the Confectionery Industry as a basic control factor—its universal acceptance and use today substantiates our every claim—Yes, we know lecithin and how to use it. Our Service Department is anxious to be of assistance to you. Write today.

Now that War-time restrictions have been removed, our Service Staff—the same staff of nationally known production men—are going back into action to help you in your post-war plans.

## ROSS & ROWE, INC.

75 Varick St.  
NEW YORK 13, N. Y.

Wrigley Bldg.  
CHICAGO 11, ILL.

SOLE SELLING AGENTS FOR  
**AMERICAN LECITHIN COMPANY**

White Cream: Could not identify flavor.

Buttercream: Good.  
Maple Cream: Good.  
Chocolate Paste: Good.

**Light Coated Centers:**

Chocolate Creams: Good.  
Peppermint Cream: Good.  
Vanilla Caramel: Good.  
Buttercream: Good.  
Walnuts: Good.  
Maple Creams: Good.  
Cream: Could not identify flavor.  
Nut Chew: Good.  
Chocolate Mint Paste: Good.

**Assortment:** Fair.

**Remarks:** Box containing entirely too many creams for one pound assortment. Suggest box be wrapped in glassine or cellulose as it had a number of dirty spots on it. Some of the flavors are not up to standard. The Clinic has examined better assortments of chocolates at 70c the pound. Suggest less creams be used and some hard candy, jelly, etc., pieces be added to improve the assortment.

**CODE 3P46**

**Assorted Chocolates—1 lb.—70c**

(Sent in for Analysis No. 4467)

**Appearance of Package:** Very cheap.

**Box:** Two layer, full telescope, printed in black, cellulose wrapper.

**Appearance of Package on Opening:** Bad.

**Number of Pieces:** 19 dark coated, 6 light coated.

**Coatings:** Light and dark: Good.

Colors: Good.  
Gloss: Fair.  
Strings: Good.  
Taste: Fair.

**Light Coated Centers:**

Vanilla Caramel: Good.  
Nougat: Fair.  
Nut Taffy: Good.  
Raisin Cluster: Good.

**Dark Coated Centers:**

Vanilla Nut Caramel: Good.  
Chocolate Caramel: Good.  
Vanilla Cream: Dry and hard.  
Chocolate Cream: Good.  
Bitter Almond Cream: Good.  
Pink Cream: Could not identify flavor.

White Cream: Dry and hard, could not identify flavor.

Light Yellow Cream: Could not identify flavor.

Nut Cluster: Good.

**Assortment:** Too small, for a 1 lb. box.

**Remarks:** Very cheap looking box. Too large for one pound of chocolates. Six pieces were broken and pieces were dusty from rattling around. Creams were very poorly made and the flavors were very cheap. Very poor packing. The Clinic has examined better chocolates at 50c and 60c the pound.

**CODE 3T46**

**Panned Jordan Almonds**

—1 oz.—10c

(Purchased in a cigar store, Pontiac, Ill.)

**Appearance of Package:** Good.

**Box:** Folding.

**Colors:** Good.

**Panning:** Good.

**Finish:** Good.

**Flavors:** Fair.

**Almonds:** Good.

**Remarks:** One of the best 10c packages of Jordan Almonds that the Clinic has examined this year.

**CODE 3U46**

**Caramel Creams—1 ½ ozs.—5c**

Purchased in a cigar store, Pontiac, Ill.)

**Appearance of Package:** Good.

**Size:** Good.

**Box:** Folding, printed in brown and white. Each piece was wrapped in printed wax paper.

**Color:** Good.

**Texture:** Tough.

**Taste:** Fair.

**Remarks:** Piece is too tough and

THE MANUFACTURING CONFECTIONER



# **MARWYN**

## **DAIRY PRODUCTS**

**Plan Your Requirements  
For the Coming Season---NOW**

**Use MARWYN Quality  
ROLLER PROCESS POWDERED WHOLE MILK  
For Year-round Confections IT'S ECONOMICAL TOO!**

Increase the poundage yield of the batch without having to increase the amount of sugar, by using larger quantities of roller-process powdered whole milk in a given formula.

Our laboratory experts can supply you with simplified formulas for Fudges, Grained Caramels, Grained Nougats, Seafoam Kisses, Roll Cream Centers, Cast Cream Centers, and others.

**Write for details!**

**MARWYN DAIRY PRODUCTS CORPORATION**

111 West Seventh Street  
LOS ANGELES, CALIF.

141 West Jackson Blvd.  
CHICAGO, ILLINOIS

70 Pine Street  
NEW YORK, N. Y.

# **SPEAS APPLE PRODUCTS**

**SET THE STANDARD FOR QUALITY**

## **NUTRL-JEL**

Powdered Pectin for  
making jams, jellies,  
preserves

## **CONFECTO-JEL**

A powdered Pectin  
product for making  
better Jellied Candies

## **APPLE VINEGAR**

and other Apple  
Products

For more than a half a century Speas has led the  
field in improving the quality of apple products.  
Year after year able technicians have worked in well-  
equipped laboratories to improve every product that  
bears the Speas label. That is why you can always  
depend on Speas for Quality!

PLANTS IN APPLE REGIONS FROM THE ATLANTIC TO THE PACIFIC

# **SPEAS COMPANY**

General Offices Kansas City, Missouri

## FRESH COFFEE FLAVOR MAKES A DIFFERENCE!

Barrington Hall Instant Coffee is the perfect coffee flavor for confections and ice cream. It stays fresh because the elements which cause coffee flavor to turn stale have been removed. Barrington Hall is fine coffee, 100% pure, ready for instant use. Write today for full details.

**BAKER IMPORTING CO.**

NEW YORK: 30 Church St.

MINNEAPOLIS: 212 N. Second St.

**BARRINGTON HALL**  
**INSTANT** *Coffee*  
**100% PURE**

ANOTHER FINE PRODUCT OF HYGRADE FOOD PRODUCTS CORP.

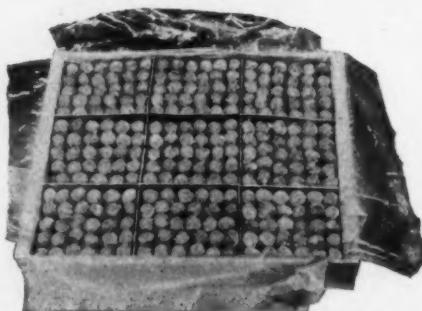


**ITS GOOD  
FLAVOR  
ALWAYS  
STANDS OUT**

Prezanilla gives candy a balanced and lasting flavor. One gallon is the equivalent of 23 gallons of standard strength vanilla—but of superlative flavor value. Prezanilla may be used in flavoring any food product wherever pure vanilla is required. Economy and satisfaction guaranteed. Sample and prices sent on request.

**PRESTIGE PRODUCTS COMPANY**

261 FIFTH AVENUE • NEW YORK 16, N.Y.



## CONFECTIONER'S BRIEFS

• **Reymer & Brothers, Inc.**, Pittsburgh elected George J. Cochran president at its recent 100th



G. J. Cochran

annual meeting of stockholders and directors. Mr. Cochran will serve as president during the firm's centennial year and has been with Reymer's for 13 years. Previous to his election as president four years ago, he served as treasurer and vice-president. Before joining Reymer's he had extensive service in accounting and treasury departments of National Radiator Corp., Jones and

Laughlin Steel Corp., Consolidated Coal Co.

A dividend of 22½ cents, payable to stockholders as of March 15, 1946, is also announced. This includes the regular 12½-cent quarterly dividend and a special distribution of 10 cents a share. Following post-depression readjustment, Reymer's has now paid 14 continuous dividends.

• **Curtiss Candy Co.**, Chicago, has purchased a large fleet of trucks with forward-control conversion for store-door delivery of its lines. Load space of each truck is reported about 400 cubic feet.

• **Universal Match Corp.**, St. Louis, and its divisions, Schutter Candy and Candy Bros. Mfg. Co., announce Jerry Marguiles as new district manager for Virginia. Richard Allen Hume joins the Minneapolis office as representative for North and South Dakota.

• **Chicago Candy Club's** 31st anniversary "Nite out" party in the Hotel Sherman, Chicago, was attended by 420 guests and members, Theodore A. Sommer, secretary-treasurer, reports. At the speakers' table were: Warren B. Durgin, president; LeRoy Parman, president, Chicago Unit of NCWA; James F. MulCahy, NCA merchandising director; C. M. McMillan, executive-secretary, NCWA; Theodore Stempfel, E. J. Brach & Sons, Chicago; Phillip P. Gott, NCA president; Jack Rubey, chairman,

## SUGAR WORRIES?

Try our ready-to-dip fruit centers. Two styles.

**LIGHT MIX**—selected light fruits for a delicious light center.

**DARK MIX**—Includes greater assortment for variety and flavor.

These machine-made ball centers are a blend of selected, honey-dipped mixed fruits that come to you lightly starched and ready to dip.

Order a trial shipment from this ad at 29c per pound, F.O.B. Minneapolis.

or write for details.

**CAYOL FOODS** 624 Third Avenue North  
MINNEAPOLIS 3, MINNESOTA

# BACHMAN KNOWS FINE CHOCOLATE

*Coatings \* Liquors \* Cocoa*

*Milk Chocolate Goods a Specialty*

## BACHMAN CHOCOLATE MFG. CO.

Mount Joy, Pennsylvania



Pioneers in Egg Dehydration, we offer the Confectionery Trade first quality Albumen in the following forms:

FROZEN WHITE • FLAKE ALBUMEN • POWDERED ALBUMEN  
SPRAY ALBUMEN • also EGG YOLK: FROZEN OR DRIED

*Send for samples!*

**DOMESTIC EGG PRODUCTS, INC.** (a subsidiary of DOUGHNUT CORP. OF AMERICA)

393 Seventh Avenue, New York 1, N. Y.

Plants at: WITCHITA FALLS  
Texas

CHICKASHA  
Oklahoma

McKENZIE  
Tennessee

NASHVILLE  
Tennessee



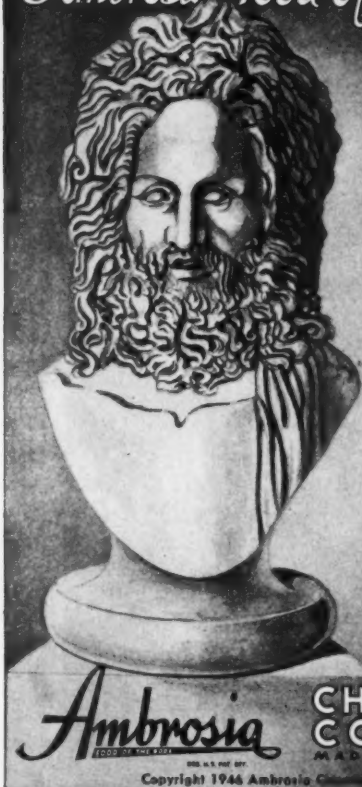
**TRUTASTE FLAVORS** - These IMITATIONS RIVAL NATURE'S  
 Zestful, Tangy **CHERRY**  
 Full-Bodied, Rich **GRAPE**  
 Luscious **STRAWBERRY**  
 Tantalizing **RASPBERRY**

**NEUMANN • BUSLEE & WOLFE**  
INC.

224-230 W. HURON ST.

CHICAGO 10, ILLINOIS

## Ambrosia - Food of the Gods



Jove was the father of the gods, the ruler of Mount Olympus, the hurler of thunderbolts, the caster of lightning.

His bust, shown here, was found at Ostia and is in the Vatican collection at Rome.

Great Jove lived on Mount Olympus and his food was Ambrosia — the original Ambrosia that was the food of the ancient gods. Today's Ambrosia is more delectable than any food of ancient time. For Ambrosia Chocolate is that rich, smooth coating that enhances the goodness of fine confections.

**Ambrosia**  
FOOD OF THE GODS

**CHOCOLATE COATINGS**  
MADE IN U.S.A.

Copyright 1946 Ambrosia Co.

## JOHN T. BOND & SON

•  
**CONFECTIONERY BROKERS  
 OF THE PACIFIC COAST**  
 •

637 South Wilton Place Los Angeles 5, California

**We are now celebrating our 25th year in the  
 Candy and Food Business.**

**Resident Men Located in Washington, Oregon and  
 Northern California**

club entertainment committee; Theodore A. Sommer, club, secretary-treasurer. A Red Cross representative obtained by Byron Cain, president Shotwell Manufacturing Co., Chicago, collected \$200 as an additional contribution to the Chicago Confectionery Division's fund.

The first father and son membership was obtained at the club's March meeting in the Hotel Maryland, when Emerson W. Brooks, Jr., son of E. Wendell Brooks, enrolled. Father and son represent Thinshell Candy Co. Other new members: W. E. Winkler, Huylers and Deer Park Baking Co.; Walter Herman, Boulevard Candy Co.; E. J. Alden, Denver broker; Jack Schar and J. J. Zachary, Nutrine Candy Co.; Sam Burnstein, Mason, Au & Magenheimer; Jerome Hirsch, Boulevard Candy Co. R. R. Nickerson, The Poole Co., was a guest.

• **Estimated number of production workers in confectionery manufacture as of January total 52,800, reports the U. S. Department of Labor. In January, 1945, the number was 58,800; in December, 1945, workers totaled 65,200. Index of employment for January was 106.2, as compared with 118.3 for January, 1945 and 110.9 for December, 1945. January payroll index was 191.1, as against 198.0 for January, 1945 and 201.6 for December, 1945. Indexes are adjusted to levels indicated by final 1943 data made available by the Bureau of Employment Security of the Federal Security Agency.**

• **Gold Medal Candy Corp., Brooklyn, recently introduced a new nickel bar called "Hats Off," Victor Bonomo, executive director says.**

• **Zion Industries, Inc., Zion, Ill., plans a three-story fireproof addition to its candy factory and two-story annex to its bakery. Expansion is provided for in a \$750,000 loan.**

• **Kerr Bros., Toronto, has appointed Russell F. Hunt sales manager. The firm also plans a modern candy factory in York Township, adjoining Toronto.**

• **Bob White Candy Co., Madison, Wis., recently purchased the business and name of Ruth Ann Candy, also of Madison, for an estimated \$6,000. Sam A. Loniello, Bob White owner, says his firm will take over the candy manufacturing of Ruth Ann and will sell over Ruth Ann counters. No changes in lines of candy formerly made by Ruth Ann are planned. Ted Woods, retiring Ruth Ann owner and manager, plans to devote full time to his gladioli hobby, he says.**



# FLAVORING—

*one of the secrets of repeat sales*

## What is taste?

What is the relation of the sense of smell to taste?  
Of sight? Of feel? What does a flavoring have to do  
to please the palate?

In answer to those questions, Aromanilla's new handy file folder on flavoring contains some of the latest data that science has gathered in its endeavor to pin something down on the highly disputed subject of taste. It discusses the relationship between taste and flavoring and throws some light on the problem of putting "palate-appeal" in baked goods, confectionery, ice cream, and other food products.

The folder contains the complete story of how Aromanilla tackled the problem of perfecting a vanilla flavor that would withstand extreme temperatures and carry the full balanced

flavor of the Mexican Vanilla Bean through to the finished goods.

It also contains helpful suggestions on the use and dilution of Aromanilla gathered from the experience of users who have attained better results and saved on flavoring costs.



**FREE**

For your copy, just fill out the coupon below.

The Aromanilla Company, Inc., Dept. B-4 6 Varick St., New York 13, N.Y.  
Please send free file folder entitled "Flavoring—One of the Secrets of Repeat Sales" to:  
Name ..... Title .....  
Company .....  
Street ..... City ..... Zone ..... State .....

**Aromanilla**

Imitation Vanilla Flavor

6 VARICK STREET

NEW YORK 13, N. Y.

HELPING CUSTOMERS IMPROVE THE TASTE OF THEIR PRODUCTS SINCE 1901.

• Clarence C. Archibald, formerly vice-president of Fannie May Candy Co., in Washington, D. C., and an advertising executive, fell to his death March 17 from his third-floor bedroom at the Kenesaw Apartments in the capital. Born in the District November 8, 1873, Mr. Archibald was 73 years old. His widow and two daughters survive.

• D. L. Clark Co., Pittsburgh, recently honored 75 employees with 20 or more years service at a dinner in the William Penn Hotel. The event also celebrated 60 years of candy making for President Harold S. Clark and officially inaugurated the firm's Twenty Year Club.

• Mrs. Charles F. Bunte, widow of the vice-president of Bunte Bros., died March 24 in St. Francis Hospital, Evanston, Ill. She is survived by a daughter.



**CITRUS PECTIN**

100-GRADE • QUICK SET

Packed 150 Lb. Bbls.

Processed exclusively for

SARDIK FOOD PRODUCTS CORP.

420 Lexington Ave.

New York 17, N. Y.



**KALLISTAROMS**

A line of highly concentrated flavors for hard candy, caramels, toffees, fondants, gums and pectin jellies.

They do not resinify or oxidize under heat, and evaporation has been reduced to a minimum.

**SCHIMMEL & CO., INC.**

601 WEST 26th STREET

NEW YORK 1, N. Y.

FLAVOR, BODY AND COLOR

## CHOCOLATE

### BEST SUITED TO YOUR NEEDS

Forty-nine years of blending chocolate and coatings enables the Hooton Chocolate Company to create and match with precision the flavors, body and color of your exacting requirements. Dependable sameness of quality always.

*Ice Cream - Confectionery - Baking*

**HOOTON CHOCOLATE CO.**  
Fine Quality Since 1897  
NEWARK 7, NEW JERSEY

## BUFLACON

**BUTTER FLAVOR CONCENTRATE**  
... MAJOR BUTTER Problems Solved!

- 4**
1. Butter Rancidity—Eliminated
  2. Butter Storage & Supply—Eliminated
  3. Butter Refrigeration—Eliminated
  4. Butter Costs—At Least Halved

### BUFLACON

Made entirely of pure Cow's Milk, Sterile and cannot turn Rancid—Stable and Always Uniform Cannot Cook Out.

Non-Alcoholic. Write for Literature & Low Prices

**National Food Products**

8 SO. DEARBORN ST.

CHICAGO 8, ILLINOIS

## SUPPLY FIELD NEWS

• Magnus, Mabee & Reynard, Inc., New York, is distributing free copies of its "First Quarter Catalog" to the trade.

• Merckens Chocolate Co., Inc., Buffalo, announces its 25th anniversary.

• Stein, Hall & Co., Inc., New York, announces election of Vice-presidents Oliver H. Clapp and Robert M. Stein as directors. Other officers elected are: Andre L. Picard, vice-president; C. J. Dunachie, assistant vice-president; Miss Hannah O'Neill, assistant secretary. Robert Strasser is named assistant sales manager. Dr. Alexander Frieden, vice-president and technical division director, will resign as of June 30. Lt. Col. J. Rex Adams is named acting manager of the division.

• Second quarter sugar quotas for manufacturing confectioners were boosted to 60 per cent of the 1941 base period by OPA last month. The 10 per cent increase became effective March 15.

Other good news for manufacturers came in Washington's report that Cuba will sell the bulk of its 1946 sugar crop to the U. S. at an agreed price of 3.675 cents a pound in return for import of essential commodities from the U. S. at 1942 price levels. These include wheat, flour, lard, rice, vegetable oils, tallow, petroleum and its byproducts. Cuba's sugar sale mission also seeks sale of more Cuban alcohol under provisions it not be used in manufacture of beverages competing with Cuban rums, whiskies, and other products.

The United States imported about 65 per cent of the Cuban sugar crop from 1935 through 1939, says B. W. Dyer & Co., New York sugar economists and brokers. "Present indications are, however," the firm says, "that we shall import only about 56 per cent of the 1946 Cuban sugar crop because: (1) Europe needs food desperately, and (2) larger quantities of sugar are being retained by Cuba for local consumption and 'free' exports at higher prices."

"In view of the latest news," says Fuchs & Co., also New York sugar brokers, "more confidence is now placed in prospects of 70 to 80 per cent quotas for the third and fourth quarters."



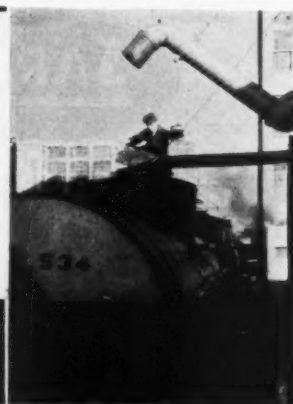
## Your Candy's Purity

is protected by the modern methods and skillful handling of its corn syrup and starch ingredients at the Penick & Ford plants and distribution centers. Purity is a product of eternal vigilance at P. & F.

Member of the Association of Manufacturers of Confectionery & Chocolate.

**PENICK & FORD** Ltd. Inc.

420 Lexington Avenue, New York 17, N. Y.



• **Fred W. Pugh**, general sales manager for Hershey Chocolate Corp., Hershey, Pa., died in the Harrisburg Hospital March 24, after an illness of four weeks. Mr. Pugh was 62 years old and had been associated with the firm for 38 years. He was a member of Ashlar Lodge, No. 91, Free and Accepted Masons of Detroit; Harrisburg Consistory; Zembo Shrine; Hershey Country Club; and the Hershey Civic Club. For 33 years he was manager of sales for Hershey.

• **The Association of Cocoa and Chocolate Manufacturers** of the U. S. reelected W. F. R. Murrie, Hershey Chocolate Corp., Hershey, Pa., president at its March meeting in New York. Clive C. Day, Peter Cailler Kohler Swiss Chocolates Co., Inc., New York, is reelected vice-president, and A. M. Ferry, Washington, D. C., secretary-treasurer. H. Russell Burbank, executive vice-president, Rockwood & Co., Brooklyn, succeeds Wallace T. Jones, of the same firm, as executive committee member.

Reelected members of the board: Mr. Murrie; Mr. Day; John A. Bachman, Bachman Choc. Mfg. Co., Mount Joy, Pa.; Howard O. Frye, Walter Baker & Co., Inc., Dorchester, Mass.; August Merckens, Merckens Chocolate Co., Inc., Buffalo, N. Y., and Chas. H. Schumacher, A. N. Stollenwerck, Inc., Camden, N. J.

• **The third bi-monthly meeting** of the Manufacturing Confectioners' Round Table of Chicago met at the Maryland Hotel April 3. This round table luncheon meeting is an outgrowth of the regular Candy Production Club of Chicago. The group meets on the first and third Wednesdays of each month with a new chairman chosen for each meeting. Howard Aylesworth, Burrell Belting Co., acted as chairman at the third meeting. Joseph Fargo, Master Paper Box Company will be meeting chairman on April 17. The luncheon starts promptly at noon and lasts until 1:30. Twenty-three members of the industry attended the third meeting. The April 17 meeting will be held at the Furniture Club, Merchandise Mart, (17th floor). Entertainment is scheduled by each chairman. Members of the industry are invited.

• **Unpollinated dates**, until recently almost a total loss to U. S. growers, are now being marketed as confections. New use for the fruit is made possible by discovery of a rapid ripening method by G. L. Rygg, shipping and storage specialist of the U. S. Department of Agriculture.

• **Ever Ready Label Corp.**, New York, has named Herbert Kaufman assistant to the president. Mr. Kaufman was director of advertising, public relations, and sales promotion for General Printing Ink Corp., New York, before entering naval service two years ago.

• **Hershey Chocolate Corp.**, Hershey, Pa., named Paris N. Hershey and D. Paul Witmer directors at its annual stockholders meeting last month. William F. R. Murrie was elected president by a following meeting of the directors. Ezra F. Hershey was named treasurer and L. W. Majer, secretary. The appointment is Mr. Murrie's 39th consecutive year as president. Directors reelected are: William F. R. Murrie, Ezra F. Hershey, P. A. Staples, L. W. Majer, and O. E. Bordner.

for April, 1946

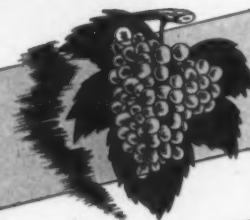
An Imitation Cocoanut Concentrate for cocoanut kisses?



A Raspberry True Fruit Extract for jelly centers?



A Grape Imitation Oil for hard candy?



An Imitation Maple Flavor for cream centers?

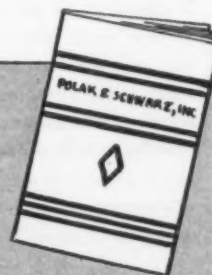


if it's Flavors—  
**it's P & S!**

For Complete Flavor Service!

**FREE!**

New booklet of P & S products—contains many helpful hints on how you can get the most from your flavors and extracts! If you want special advice to help you solve your flavor problems, P & S Research Laboratories will develop a flavor to meet your own specific requirements for taste and cost limitations—without any charge to you.



**POLAK & SCHWARZ, INC.**

667 Washington Street • New York 14, N. Y.



# Packs a real SELLING PUNCH



## Model CA-2 gives new Troll package an outstanding selling advantage

Here's a package that challenges competition with an impressive combination of sales-winning features... Its attractive laminated-foil wrapper is smartly designed in blue, silver, white and red, and perfectly registered by electric eye, giving the package a quality look that wins instant approval.

Equally important, the wrap affords utmost protection to the candy—keeps the tablets fresh, crisp and flavorful. This is accomplished by *special wax sealing*. Before the wrapper is applied to the package, the CA-2 prints strips of melted paraffin on the inside of the wrapper, where the end-seals and long seam are made. These paraffin strips are heat-sealed in the wrapping process, causing the foil wrapper to adhere tightly to the carton. Even the slot where the easy-opening tape protrudes, is sealed against damaging atmospheric penetration.

That easy-opening tape, by the way, is another selling advantage. A quick tug of the tab removes one end of the

wrapper, permitting convenient access to the flap of the carton inside.

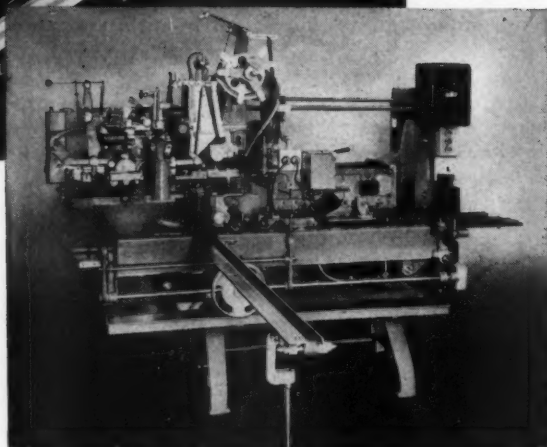
Quickly adjustable for various sizes, and adaptable to practically any type of wrapping material, the CA-2 is meeting a wide variety of needs. And its speed of 80 to 150 packages per minute makes welcome savings in packaging costs.

### Plan now for Improved Wrapping

We'll be glad to give you information and suggestions regarding the wrapping of any new products you are planning to introduce—or to assist you in giving your present products a sales-winning dress. Our line comprises over 80 standard models, designed to meet practically any wrapping requirement. Write or phone our nearest office.

#### PACKAGE MACHINERY COMPANY Springfield 7, Massachusetts

30 Church Street, New York 7 • 111 W. Washington Street, Chicago 2  
101 W. Prospect Avenue, Cleveland 15 • 182½ Spring Street, N.W., Atlanta 3  
443 S. San Pedro Street, Los Angeles 13 • 18 Dickens Avenue, Toronto 8



See us at the Confectionery Industries Exposition, Hotel Stevens, Chicago, Booth 301, June 24-27

## PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines





The Elmer's Candy Company "Coffee Candy" box uses an old-style iron lattice-work motif which associates the trademark and box photos with the old iron railled balconies so popular in old New Orleans.

## Colorful Elmer's Candy Company's Boxes Reflect Scenes of New Orleans Glamour

Skillfully capturing the internationally known glamor of historic New Orleans in the label designs of its candy packages, Elmer Candy Co., New Orleans, effectively demonstrates the attraction-value and buy-appeal of a distinctive locale in a candy merchandising program.

The company, which last year celebrated its 90th anniversary, produces quality candies reminiscent of the traditions of the South's famous city.

Known all over the world, Elmer's "New Orleans Creole Pecan Pralines" is packaged in colorful souvenir containers especially designed for easy shipment. The composite design includes scenes of New Orleans' Vieux Carré, or French Quarter, where the confection originated; frolicking persons in Mardi Gras costumes; a steamboat along the levee; and a sugar plantation. Produced from an original sketch by a New Orleans artist, the design is lithographed in full color on the shipping carton's label. The label uses yellow as the dominant color, and the various colors of the design are attractively blended with it. One full side affords convenient space for addressing purposes. Cartons and labels are New Orleans products. The 20-ounce package contains 12 pralines, of which 20,000-25,000 are estimated produced daily by the firm. Each is individually wrapped in wax paper and packaged in a chipboard box.

A souvenir container emphasizing distinctive coffee brown bands at the top and bottom of the package, attractively presents Elmer's distinctive "French Drip Coffee Candy." Here the merchandising tie-in with locale is based on New Orleans' traditional reputation for excellent French-drip coffee. Elmer's coffee candy itself is made with an extract from a special blend of roasted

coffee. The one-pound paper container simulates the shape of familiar modern coffee vacuum tins. Motif of its design is a series of alluring scenes of well-known places in the French Quarter: the Cabildo, the Cathedral of St. Louis, the Old Absinthe House, the Quarter's famous romantic iron balconies and patios. The cover depicts a full color scene of "A New Orleans Court Yard." Label unity is enhanced by using an iron lace-work



motif (associated with old iron balconies) in the design. Labels are also made in New Orleans. Pieces are twist-wrapped in red cellophane and enclosed in a glassine bag liner.

Stressing retention value, Elmer's also uses a round lacquered metal box that is 10 inches in diameter for its chocolates. Its decorative cover carries a softly hued scene of a Vieux Carré patio. The design was decided

In the center of the page is shown a photograph of the famous Elmer Candy Company praline package. These candies packed in individual cartons within the large box, are world-famous for their tastiness. A composite design of river steamboats, sugar plantations, and people in Mardi Gras costumes gives it the New Orleans flavor. Below: A complete label showing familiar New Orleans scenes. All photos courtesy MODERN PACKAGING.



## At Your Finger Tips

# Technical INFORMATION

## For Every Candy Library

A good candy library will effectively answer ever-occurring technical questions with instant, complete satisfaction. Let the experts work for you. Turn their knowledge into greater profits for your firm. The books listed here are carefully selected to help make your candy library an authoritative, finger-tip source of profit-making, time-saving technical information.

- 1—**Chemical Formulary, Volume VII**  
Edited by H. Bennett, F.A.I.C. ....\$6.00
- 2—**Glue and Gelatine**  
By Paul I. Smith.....\$3.75
- 3—**Food Manufacturing**  
By Saul Blumenthal .....\$7.50
- 4—**Glycerine**  
By Georgia Leffingwell, Ph.D. and Milton A. Lesser, B. S. ....\$5.00
- 5—**Handbook for Chemical Patents**  
By Edward Thomas, A.B. ....\$4.00
- 6—**Flavor**  
By E. C. Crocker.....\$2.50
- 7—**Practical Emulsions**  
By H. Bennett.....\$5.00
- 8—**Rigby's Reliable Candy Teacher**  
By W. O. Rigby.....\$3.00
- 9—**Soybean Chemistry and Technology**  
By Klare S. Markley and Warren H. Goss.....\$3.50
- 10—**Spice Handbook, The**  
By J. W. Parry.....\$6.50
- 11—**Tropical Fruits**  
By Sukh Dyal, B.Sc. (Hons.), M.Sc.....\$2.75
- 12—**Vitamin Values of Foods: A Compilation**  
By Lela E. Booher, Eva R. Hartzler, and Eva M. Hewston .....\$2.75
- 13—**Confectionery Problems**  
By Stroud Jordan, M. S., Ph. D. ....\$5.00
- 14—**Confectionery Standards**  
By Stroud Jordan, M. S., Ph. D. ....\$5.00
- 15—**Photomicrography**  
By Charles P. Shillaber .....\$10.00
- 16—**Examining Dentist in Food Hazard Cases**  
By Charles A. Levinson, D. M. D. ....\$2.00
- 17—**Chocolate Evaluation**  
By Stroud Jordan, M.S., Ph.D.....\$3.00

## The Manufacturing Confectioner

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Address .....  
City ..... Zone..... State.....

upon so that the person receiving the box would have something to save, says O. B. Elmer, production manager, and enhancing the attraction of New Orleans would also attain greater interest in the Elmer candy products.

Color identification is employed in Elmer's "Heavenly Hash" packages and in its "Gold Bricks." A truly distinctive New Orleans candy, "Heavenly Hash" is packed in a sky-blue box depicting twinkling stars of the heavens shining down on New Orleans. The one-pound packages are sold by confectioners, drug and department stores in 38 states. The candy is a combination of almonds, milk chocolate, marshmallow, and other styles. "Gold Bricks" are five-cent sellers in distinctive gold-color wrappers, and packed 24 to the box.

### Cocktail Snack Jars

Home utility value is achieved in Elmer's container for its cocktail snack known as "Chee-Wees." Packed in large, home-use size jars, they are also well received in squattier, round glass containers ideal for use as refrigerator jars. The snacks are also packed in pocket size cardboard boxes.

Practicability is the guiding principle in the design and packaging of Elmer candy, Mr. Elmer says. Motif of the package design is keyed to the section with which the candy is associated. And each package is produced so as to be easily carried by the purchaser, conveniently mailed, and—where feasible—used after the candy has been eaten.

Elmer's is operated by five brothers who are third-generation owners: Oscar B., Morel, August, Leonard, and Alphonse Elmer. Uniformed employees, 90 per cent women, work in air conditioned rooms. Music is pumped into the plant from a local hotel at intervals during the day. Coffee and iced tea are served free to employees in an air-cooled, tiled lunchroom. In addition to candy, the firm is processing three of Louisiana's most flavored fruits: Celeste figs, oranges, and strawberries. Operations in a recently added three-story plant annex will require a 50 per cent increase in employees, O. B. Elmer says.

• **Reynolds Metals Co.**, Richmond, Va., has acquired the McCook, Ill., government sheet mill and will speed conversion of large quantities of aluminum battle scrap. R. S. Reynolds, president, says. WAC has confirmed Reynolds as lessee of the ultra modern plant for five years with a purchase option.

• **Dixie Cup Co.**, net earnings for 1945 were \$1,019,677, as compared with \$915,767 in 1944, J. E. McGiffert, president, told stockholders in his annual report. Earnings are equal to \$2.83 a share on 202,666 shares of common stock as against \$2.31 a share in 1944.

• **Sylvania Industrial Corp.** announces appointment of three special representatives of its cellophane division: Joseph G. Mohlman for the New York office, Thomas O. Williams for Philadelphia, and Elmer C. Nation for Chicago.

• **Paper and paperboard** production in January was 1,504,527 tons and 135,000 tons above December, 1945, the U. S. Bureau of the Census reports. Output of 779,343 tons of all grades of paper is a near record for January. Substantial increases occurred in printing and fine grades of paper and in folding boxboard (exclusive of sanitary food container stock) grade of paperboard.

# COOPERATION AND COORDINATION

## Keynote Miss Morris Package Design

*An example of good cooperation from everyone in the candy distribution set-up is shown in the current program instituted by the Miss Morris Candy Company, St. Paul, Minn. The manufacturer supplies posters, display cards, and modern packaging. Jobbers instruct salesmen in the value of merchandising along with selling. The retailer, with the jobber salesman's assistance, places mass displays in strategic spots . . . to cash in on the manufacturer's name and acceptance, and consumer advertising.*

**COOPERATION** and coordination keynote the candy merchandising plan of Miss Morris Candies, Minneapolis. In a carefully planned three-point program, the firm supplies posters, display cards, and modern packaging; jobbers instruct salesmen in the value of merchandising as well as in selling; retailers, aided by jobbers' salesmen, are shown strategic display positions for candy and how to utilize profitably the merchandising value of the manufacturer's name, acceptance, and consumer advertising.

A "point-of-sale" counter stand available for retail store displays gives high attention value to packages the candy dealer wishes to feature. The new stand is printed in chocolate brown and turquoise blue. Complementing every package in the Miss Morris line, it is ideal for displaying closed or open packages as it requires only a minimum of space. As a centerpiece for mass candy display, it likewise offers high decorative value.

### Smarter Packaging Trend

Emphasizing that the trend is toward smarter packaging that incorporates eye-and-buy-appeal, Paul Sandell, sales manager, says that the new assorted nut chocolate package to be shipped for Easter and Mothers' Day selling is expected to be continued in the Miss Morris line as a standard item. The package is printed in maroon, red, and gold. A blind embossed nut-motif in white runs vertically across the box. As the box is opened, an embossed gold covering pleasantly attracts the eye. Glassine cover flaps and a white protective pad complete the inside decorations and protection.

Planned for Spring and Summer sales, a new package features a cit-

rus pectin delicacy studded with Brazil nutmeats. The design carries a South American motif in soft brown and yellow. Another Summer line features a nine-color reproduction of an original pastel of a beautiful girl on its label.

### Pennsylvania Dutch Motif

The Fall packaging campaign emphasized a package designed with a Pennsylvania Dutch motif. Full color dancing figures encircled the side of the box, and the motif was carried to the top of the box label to create an effect of a fiesta's zest, gaiety, and color. Designed also for retention for reuse in the candy buyer's home

after the candy had been eaten, the package has the additional value of serving as reminder advertising.

Window streamers closely identified in design with this package were distributed to candy jobbers for use of their salesmen in obtaining the merchandising cooperation of retailers.

Round display pieces feature the firm's slogan "No Meal Complete Without a Sweet" and the identifying "Sweet Miss Morris" figure. These are planned to harmonize with all types of display. Beaded with glotype glass pellets which reflect light to the eyes of passersby, they give the sales message high attention value.

Miss Morris Candies supply posters suitable for inside or window displays, directly tying in with the Gala Package. The round display pieces shown in the picture featuring Sweet Miss Morris and the slogan "No Meal Complete Without a Sweet" were planned for their suitability for any type of display usage. They are beaded with glass pellets (glotype) to reflect light for attention value.





## What About the Wagon Jobber?

Will Large Wholesalers Replace Wagon Jobbers? Pro and Con Sides, Based on Milwaukee Interviews, Are Discussed in This Article.

**I**s the wagon jobber here to stay? Or is he, as has been rumored, on the way out because of competition and new trends in candy merchandising?

To answer these questions, THE MANUFACTURING CONFECTIONER recently personally interviewed representative Milwaukee candy merchandisers holding both pro and con beliefs, as the Wisconsin metropolis has long been a center of candy wagon-jobbing.

E. F. Ihlenfeld, vice-president of Roundy, Peckham & Dexter Co., believes the candy wagon-jobber definitely has a limited future and that it is only a matter of time before his business loses all importance in the field of mass candy distribution.

"Distribution costs for the wagon jobber," says Mr. Ihlenfeld, "are the wagon-jobber's main disadvantage. As he needs a longer profit, his prices to the dealer are higher and out of line as against the usual wholesale distributor's prices. Most wholesalers are narrowing down operation expenses so as to help keep retail dealers competitive. The wagon-jobber, on the other hand, is dependent on the very few lines he handles to make a living and cannot narrow his operation costs any appreciable amount.

"Advanced merchandising methods and national candy consumer advertising are also tending to eliminate the wagon jobber," Mr. Ihlenfeld feels. "Most wholesalers' salesmen have become supervisors to advise on and arrange displays, proper pricing, and point-of-sale display advertising aids. Candy packaging and retail merchandising helps are being introduced that promote self-selling of candy. And national consumer advertising is making candy customers more conscious of well-advertised brands properly priced.

### Time Important

"Dealers realize, too, that they make their profits selling rather than buying. Time is very important to them. They like to budget their buying time to a few large wholesalers who can take care of all their needs. This gives them more time to study and work in their stores, doing the selling, displaying, planning and many other things which make up the work of a good store manager. A few well-advised salesmen permit him to concentrate on his selling duties."

Value of a reliable firm's name among the trade also plays an important part in distribution, Mr. Ihlenfeld says. During the war some candy wagon jobbers hindered their own field by haphazard distribution. Many even worked in war plants and did distribution in their spare time. As their allocations were small, they gave them to a few favored larger dealers and ignored the remainder. This practice, he says, naturally harmed the reputation of the entire wagon jobber distribution field.

A large Milwaukee distributor employing wagonmen as subjobbers firmly believes, on the other hand, however, that the near future will see more wagon jobbers of candy and that the candy industry needs the personalized type of retailer-selling they make possible.

"Veterans are keenly interested in the opportunities of candy wagon jobbing," he asserts. "With a small investment of a few hundred dollars, the veteran can work himself into a profitable business that will net him \$50 or \$60 a week.

"Wagon jobbing offers an opportunity for real salesmanship," he says. "The hustling wagon jobber can make a comfortable income. Not only that, he can also help the dealer sell more candy by personally putting up good displays and by keeping close attention to his needs.

### Must Sell Candy

"Candy is an item that must be sold," he insists. "The wagon jobber gives the individual dealer close, personal attention and that helps him sell. Larger organizations cannot give this personal touch in all their accounts."

Talk of price competition's eliminating the wagon jobber is fallacious, he feels. If all wholesalers keep cutting prices, eventually a selling price will be reached that will permit no more decrease. Then the large wholesalers will find that they, too, have to do a more specialized and intensive selling job. Meantime the wagon jobber's policy of personal help and attentive service has built up a group of steady accounts that will continue to look to him for candy lines.

The main drawback in the candy wagon jobbing field, he believes, is the failure of all candy manufacturers to adopt a policy of giving trusted jobbers exclusive rights, to their lines in given territories. Such exclusive rights, he says, would make wagon jobbers more ready and more financially able to promote the individual lines to the fullest extent. This would mean more volume for both the wagon jobber and the retailer, he states, as it is the candy consumer, after all, who must be sold, not just the retailer.

● Clinton Industries, Inc., earned net profit of \$1,073,753 applicable to common stock, its annual report for 1945 reveals. The report, which covers operations of the former National Candy Co., and consolidated subsidiaries, shows an earnings increase for common stockholders of \$141,077 over 1944. Profit per common share in 1945 was \$1.86. Cash dividends paid during the year on preferred stock, redeemed as of August 15, amounted to \$68,274.50. Gross sales in 1945 totaled \$36,377,904, an increase of \$2,626,684 over 1944. The report also shows a steady increase in annual sales with an uninterrupted yearly improvement since 1941, when sales volume was reported at \$20,461,835. Ray E. Clizbe, president, says the firm plans to sell through underwriters an additional 100,000 shares of capital stock, for which a registration statement has been filed with the Securities and Exchange Commission. Proceeds will be used primarily to pay a \$2,500,000 bank loan incurred by the National Candy Co. in retiring its preferred shares.





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Hands reach, only after eyes reach, for your product in today's mass displays. Get an eye-catching plus with whiter, brighter Coated Lithwite cartons

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for April, 1946

page 67



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### Corn Supply Situation Tense, Clinton President Says

**S**HARPLY reduced production over a broad cross-section of industry, including confectionery, hinges on solution of the current feed-grain crisis, Ray E. Clizbe, president, Clinton Industries, Inc., says. Analysis of the industrial implications of the grain supply situation indicate its solution is not an isolated matter affecting the corn wet milling industry alone, he states, but one bearing directly on production of consumer goods in general.

Indicating that the grain supply problem and proposals for solving it are under study by the Department of Agriculture, Mr. Clizbe's analysis warns against dangers of delay in implementing a solution, because of the fundamental relation between the corn products industry and a wide range of enterprises making food products and staple consumer goods now in urgent demand.

Emphasizing that the country depends principally on the wet milling industry for its supply of starch, he said effects of the current corn supply problem in this phase are already being felt by confectioners; bakers; grocers; launderers; and manufacturers of adhesives, asbestos, baking powder, and laminated board and explosives. Lower starch production would also reduce sharply the production of paper mills, where starch is needed in quantity for sizing and coating, and have the effect of limiting textile output.

In addition to starches, other corn products have an equally critical place in the picture, Mr. Clizbe adds. He cites as particularly important corn syrups and sugars used as sweetening agents during the current limitation of sugar supplies. Industries dependent on corn products in this connection include: confec-

tionery, syrups, chewing gum, ice cream, dairy products, preserved fruits, tobaccos, meat products, etc.

Recent effect of price ceilings, Mr. Clizbe says, has been to make it more profitable for farmers to use corn as feed than to sell it for manufacture. He points out that the wet milling industry, to maintain capacity operations, requires less than 4 per cent of the total corn crop and that corn processors make one pound of finished food products for every pound of corn used. It is necessary, he adds, to use from five to eight pounds of corn as feed to produce one pound of meat.



## PRINCIPLES and DESIGN of CHOCOLATE COOLING TUNNELS

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Edward W. Meeker

Research Laboratories

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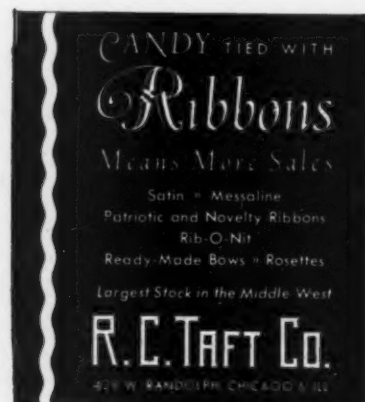
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*Remember Mother... She's a Veteran too!*

## MOTHER'S DAY

*May 12<sup>th</sup>*

OFFICIAL Mother's Day poster for 1946. Lithographed in six colors, poster available to trade is part of merchandising program emphasizing "dignified homage and tribute." Year's slogan is: "Remember Mother . . . She's a Veteran too!"

• **Kraft Foods Co.** plans for its new \$750,000 candy plant in Kendallville, Ind., are reported in the topographic survey stage. Construction is expected to start this spring. Employment will be about 300.

• **Taylor Candy Co.**, McGregor, Ia., operated for the past 17 years by O. W. Taylor, has been sold to John Sanders, Prairie du Chien, Wis. Mr. Taylor will continue as a candy broker.

• **Associated Retail Confectioners** will hold its national convention June 5-7 in Chicago's Drake Hotel. William D. Blatner, secretary, announces. "House of Friendship" will be held June 4. Exhibits in the Walton Room will be shown in the mornings. All business sessions will be in the afternoons. Luncheons will be held June 5-7 and a dinner dance on the evening of June 6.

• Over 200 confectionery manufacturers, representatives, and wholesalers attended NCA's merchandising presentation last month at the Hotel Webster Hall, Detroit. Details of successful post-war confectionery selling were discussed. Clarence O. Matheis, Walter H. Johnson Candy Co., Chicago, and member of NCA's distribution committee, opened the meeting. Vene Perry, Detroit Candy Co., presided. James F. MulCahy, NCA merchandising director, displayed various charts and factual information to show merits of "balanced selling" as revealed in the Detroit survey. Joseph Bianco, B&G Candy Co., and George J. Severin, A. C. Courville Co., both of Detroit, participated with him in a panel forum discussion. S. H. Cady, director of NCA's Council on Candy, which is financing the sales training project, spoke briefly on the Council's promotion program.

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• **Charms Co.**, Bloomfield, N. J., is using a new package designed by Alan Berni. Greater emphasis of Charms' name and display effectiveness are incorporated in the new design.

• **National Ribbon Corp.**, New York, has named George Schwartz general sales manager, Alfred Veeder, president, announces. Mr. Schwartz for 20 years was former sales manager for Century Ribbon Mills, New York.

• **Busy Bee Candy Co.**, St. Louis, 75-year-old firm, said to be the nation's largest candy store under one roof, will move to a new plant and open numerous additional shops in the city and surrounding districts, as part of a 10-year, \$350,000 expansion program. Busy Bee is headed by George R. Frederick. Robert T. Hensley is executive vice-president and treasurer. Col. Charles R. Frederick, just returned from European duty with the air forces, will assume personnel and production duties. Lt. Jack Hensley, recently returned from navy service in the Pacific, will handle promotion, sales and merchandising.

• **Boston Confectionery Salesmen's Club** will hold its convention June 28-30 at the Mayflower Hotel, Manomet Point, Plymouth, Mass., Jesse C. Lesse, committee chairman, reports. Ralph F. Sauerman is president of the convention committee. John A. Morrow is general chairman. Other committee chairmen and co-chairmen are: Edward M. Heyman, and Daniel F. Flynn, advertising; Harold W. Young and W. Frank Collins, hotel reservations and registrations; Edward C. Haley and Jack Chafetz, entertainment; Frank A. Hartstone and Jesse C. Lesse, souvenir-favors; James D. Hart and A. J. Heyman, publicity; William S. Collins and Wesley E. Johnson, secretary-treasurer.

• **Fewer calls and more time** devoted to "selling" on every call yield four times as much business on the average, over 100 regional manufacturing confectioners and wholesalers were told in NCA's merchandising presentation last month in Kansas City, Mo., by James F. MulCahy, association merchandising director.

Harry I. Sifers, Sifers Valomilk Confection Co., Kansas City, and member of NCA's distribution committee, presided. Others on the Missouri committee include: F. L. Bamford, Fox Midwest Amusement Corp.; Steve Barber, Barber & Sons Wholesale Tobacco Co.; Al Becker, F. S. Edwards Tobacco Co.; Elmer Brown, McKesson & Robbins; Karl Hughes, National Candy Co.; T. E. Powers, McPike Drug Co.; Charles Wilson, Crane Chocolate Co.; and C. Ray Franklin, manufacturers' representative.

Mr. Barber and Mr. Brown participated with Mr. MulCahy in a panel discussion on "balanced" selling. Other speakers from the floor: M. P. Zupanec, M. S. White Candy Co., Paola, Kan.; Joseph Balocca, Commercial Candy Co., and Al Becker, F. S. Edwards Co., both of Kansas City; Charles Peters, Peter Sales, Sedalia, Mo.

• **George Ziegler Co.**, Milwaukee, announces retirement of Miss Anne Renner, under the firm's pension plan, after 58 years' service. Miss Renner started as a candy wrapper for Ziegler's when she was 12, says L. M. Fischer, assistant secretary. She became a department head and in past years assistant in the sample department. Ziegler's pension plan was installed in 1943. Full cost is absorbed by the firm. Retirement age is 65 and for all employees under 65 on date of installation of the plan.



# CONFECTIONERY BROKERS

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**IRVING S. ZAMORE**  
2608 Belmar Place  
SWISSVALE, PITTSBURGH 18, PA.  
26 Years Experience  
Territory: Pa. & W. Va.

## South Atlantic States

**CHARLES R. ALLEN**  
P. O. Box 786—Phone 3-3641-42  
CHARLESTON 3, S. CAROLINA  
Branches: Savannah, Ga.; Atlanta, Ga.; Jack-  
sonville, Fla.; and Charlotte, N. C.—Covering  
Southeastern terr.

**J. N. ALLEN & CO.**  
Box 628  
RALEIGH, N. C.  
Rm 570  
GREENSBORO, N. C.  
Territory: North Carolina

**JOHN L. COURSEY, JR. & CO.**  
Confectionery & Specialty Items  
P. O. Box 444—Phone 1355  
HICKORY, NORTH CAROLINA  
Terr: Va., N. C., S. C., Ga.

## South Atlantic States (contd.)

**HERBERT W. GLASSMAN & CO.**  
Manufacturers' Representatives  
Located in the Hub of the South  
Offices and Display Rooms  
517-20 Peters Bldg.—Phone: Jackson 6596  
ATLANTA 3, GEORGIA  
Terr: S. States, Ga., Fla., Ala., Tenn.,  
N. C., S. C.

**WM. E. HARRELSON**  
Manufacturers' Representative  
5308 Tuckahoe Ave.—Phone 44280  
RICHMOND 21, VIRGINIA  
Terr: W. Va., Va., N. & S. Caro.

**HUBERT BROKERAGE COMPANY**  
Candy and Allied Lines  
72 Spring St., S. W.  
"Across St. from Terminal Sta."  
ATLANTA 3, GEORGIA  
Terr: Ga., Fla., & Ala., for 18 yrs.

**MARVIN V. HULING**  
Candies—Food Products—Specialties  
P. O. Box 2272  
HICKORY, NORTH CAROLINA  
Terr: No. & So. Caro., Ga. & Va. areas.

**MUNN FOOD PRODUCTS**  
Candy Brokers  
Manufacturers of Sandwiches  
Telephone: 3751  
CHERAW, SOUTH CAROLINA

**C. L. POSTON**  
335 Burgess Building  
JACKSONVILLE 2, FLORIDA  
Confections & Allied Lines  
Terr: Ga. & Fla. 20 yrs. in terr.

**ROY E. RANDALL**  
Manufacturer's Agent  
P. O. Box 605—Phone 7590  
COLUMBIA, S. CAROLINA  
Terr: N. & S. Carolina. Over 25 yrs. in area.

**W. M. ROGERS & COMPANY**  
Brokers & Distributors  
Gen. Offices: Rogers Terminal Bldg.  
WILSON, NORTH CAROLINA  
Terr: Eastern No. Carolina

**H. H. SMITH**  
Box No. 1202  
HUNTINGTON 14, WEST VA.  
Candies, Marbles, School Tablets, Wax Pa-  
pers, Stationery, Napkins.  
Terr: W. Va., & Eastern Ky.

**W. M. (BILL) WALLACE**  
Candy and Specialty Items  
P. O. Box 472—111 Blair Bldg.  
DECATUR, GEORGIA  
Terr: Ga. & Fla.—Work every town.

## East No. Central States

**A. K. ACKERMAN COMPANY**  
Established 1896 Food and Candy Brokers  
353-55 Leader Building  
CLEVELAND 14, OHIO  
Terr: Cleveland-Northeastern Ohio  
Want 5 lb. box lines for Holiday, Easter Trade.

**EDWARD A. (Candy) BARZ**  
Manufacturers' Representative  
Broker & Expediter  
P. O. Box 395  
LA PORTE, INDIANA

**H. K. BEALL & CO.**  
201 N. Wells St.—Phones RANDolph 1618-1628  
CHICAGO 6, ILLINOIS  
Territory: Illinois, Indiana, Wisconsin  
25 years in the Con. Business

**CHARLES R. COX**  
1428 Erie Blvd.  
SANDUSKY, OHIO  
Territory: Ohio, Michigan, and Indiana

**ROGER ETTLINGER**  
Phone University 2-6737  
18300 Pennington Avenue  
DETROIT 21, MICHIGAN  
Terr: Entire state of Michigan

**M. H. GALFIELD COMPANY**  
743 N. 4th Street  
MILWAUKEE 2, WISCONSIN  
Terr: Wis., upper Mich. & N. Ill.  
(Only reliable accounts solicited.)

## East No. Central States (contd.)

**GLATZ BROS.**  
Confectionery & Food Products  
PEORIA, ILL.—SPRINGFIELD, ILL.  
Serving Central Ill. 39 yrs.

**WALTER M. GREESON CO.**  
101 Smith Street  
FLINT 3, MICHIGAN  
"We Are At Your Service Always—  
And All Ways"  
Terr: Michigan. Estab. Since 1932

**BERNARD B. HIRSCH**  
229 E. Wisconsin Ave.  
MILWAUKEE 2, WISCONSIN  
Terr: Wis.; Ia.; Ill. (excluding Chicago);  
Mich. (Upper Penn.)

**DONALD A. IKELER**  
2079 F. Main Street  
KALAMAZOO, MICH.  
Territory: Michigan

**JOS. H. KENWORTH**  
850 Lake Shore Drive—Phone: Whitehall 4850  
CHICAGO 11, ILL.  
Territory: Chicago, Milwaukee, Minneapolis,  
St. Louis, Detroit. 25 years in territory.

**HARRY KISSINGER**  
Candy—Novelties—Specialties  
3846 McCormick Ave.—Phone Brookfield 9691  
HOLLYWOOD, ILLINOIS  
Terr: Ohio, Mich., & Ind.

**HARRY LYNN**  
Candy Manufacturers' Representative  
1511 Hyde Park Blvd.  
CHICAGO 13, ILL.  
Terr: Chicago, Milwaukee, Ill., Ind., S. Wis.

**G. W. McDERMOTT**  
100 North Raymond St.—Phone 382  
MARINETTE, WISCONSIN  
Terr: Wisc. & Upper Mich.—covered every  
five weeks.

**J. W. NELSON**  
247 Highland Ave.—Phone 3737-J  
ELMHURST, ILLINOIS  
Terr: All of Ill., Wisc., Upper Mich., for 20  
yrs. making regular trips.

**OWEN BROKERAGE COMPANY**  
Non-competitive lines only  
P. O. Box No. 463—Phone 355W  
RICHLAND CENTER, WISC.  
Terr: Wisconsin & S. Minnesota

**PEIFFER FOOD PRODUCTS CO.**  
Imported and Domestic Candies  
104 So. Mich. Ave.—Phones: State 3531-32  
CHICAGO 3, ILL.

**ARTHUR H. SCHMIDT CO.**  
524 Rockefeller Building  
CLEVELAND 13, OHIO  
Terr: Ohio. Member Nat'l. Conf. Salesmen  
Ass'n. Buckeye Candy Club.

**SOMMER & WALLER**  
Manufacturers' Representatives  
8336 Maryland Ave.—Vin. 7174  
CHICAGO 18, ILL.  
Serving Metropolitan Chicago  
Sales Area for 25 years

**WARREN A. STOWELL  
& ASSOCIATE**  
Phone TRIangle 1265  
7943 So. Marshfield Ave.  
CHICAGO 20, ILLINOIS  
Terr: Chicago, Greater Chicago radius incl.  
Milwaukee, Wis.

**C. H. THOMPSON**  
1421 Sagabee St., S.E.  
GRAND RAPIDS 6, MICHIGAN  
Territory: Michigan only.

**WAHL BROKERAGE**  
Manufacturers' Representatives  
3813 N. Cramer St.  
MILWAUKEE 11, WISCONSIN  
Terr: Mich., Ind., Ill., Wis., part of Iowa  
and Minn.

**WALTERS & COMPANY**  
Complete Brokerage Service  
31 East George Street  
INDIANAPOLIS 4, INDIANA

# CONFECTIONERY BROKERS

## East So. Central States

### FELIX D. BRIGHT

Representative of Manufacturing Confectioners  
Phone 8-4097—P. O. Box 177  
A-Three Sterling Court  
NASHVILLE 2, TENN.  
Terr: Ky., Tenn., Ala.

### CLAXTON BROTHERS

Located in the center of the South  
Merchandise Brokers Bldg.  
MEMPHIS 3, TENNESSEE  
Reg. & thoro coverage of Tenn., Ark., La.,  
Miss., and Ala. for over 25 years.

### J. L. FARRINGER

1900 Cedar Lane, Phone 8-8470  
NASHVILLE 4, TENNESSEE  
Established 1924  
Terr.: Tenn., Ky., & W. Va.

### KENTUCKY BROKERAGE CO.

271 South Hanover Ave.  
LEXINGTON, KENTUCKY  
Special Sales Agents in candies, chewing gum  
and allied lines. Banking references.  
Terr: Ky., E. Tenn., part of Va. and W. Va.

### PICKRELL and CRAIG CO.

Incorporated  
LOUISVILLE 2, KY.  
Also Offices and Warehouses at  
Middlesboro and Lexington, Ky.

### TUCKER BROKERAGE COMPANY

P. O. Box 121, Crosstown Str.—Phone 4-0175  
MEMPHIS 4, TENNESSEE  
Conf. Mfgs. Reg. in Ark., Miss., La., & Ala.

## West No. Central States

### GEORGE BRYAN BROKERAGE CO.

410 Walnut Bldg.  
DES MOINES 9, IOWA  
Consistent and thorough coverage of whole-  
sale candy and tobacco, wholesale grocery,  
chain store trade in central, eastern Iowa.

### ELMER J. EDWARDS

Candy Broker  
3933 Elliot Ave., So.—Phone Colfax 9452  
MINNEAPOLIS 7, MINN.  
Terr: Minn., N. & S. Dak.—Special attention  
given to Twin City trade.

### A. E. ERICKSON

334 North First Street  
MINNEAPOLIS 1, MINNESOTA  
Terr: Minn., N. D., S. D., W. Wis.  
With Luden's, Inc. for 15 yrs. in same terr.

### GRIFFITHS SALES COMPANY

707 Clark Ave.—Phone GA. 4979  
SAINT LOUIS 2, MISSOURI  
We specialize in candy and novelties.  
Terr: Mo., Ill. and Kan.

### LEON K. HERZ

1290 Grand Ave., Emerson 7309  
ST. PAUL 5, MINN.  
Terr: Eastern N. Dak., Minn., Western Wis.

### HUTCHINS BROKERAGE CO.

218 Third Ave., N.  
MINNEAPOLIS 1, MINN.  
Terr: Minneapolis and Adj. Terr.

### HYDE BROS.

Candy Specialists  
P. O. Box 306, LINCOLN, NEBR.  
P. O. Box 1852, WICHITA, KANS.  
Terr: Covering Missouri Valley over 30 yrs

### N. VAN BRAMER SALES CO.

3844 Huntington Ave.  
MINNEAPOLIS 16, MINNESOTA  
Territory: Minn., N. Dak., S. Dak., Ia., Neb.  
Coverage every six weeks.  
Resident salesman in Omaha, Nebr.

### J. A. YOUNGDOFF

Specializing in conf. items adapted chain &  
volume buyers.  
1106 East 33rd Street  
KANSAS CITY 3, MISSOURI  
Terr: Mo. except St. Louis, Ia., Nebr., Kan.,  
Okla., Ark.

## West So. Central States

### H. L. BLACKWELL COMPANY

Emery Way at Sunset Drive  
EL PASO, TEXAS  
Phone: Main 8253  
Terr: Tex., N. Mex., and Ariz.

### J. J. BOND & COMPANY

1840 Hill Crest—Phone: 7-1800  
FORT WORTH 7, TEXAS  
Territory: Texas

### D. J. DUNCAN & SON

Confectionery and Sundry Lines  
3336 Hanover Street  
DALLAS 5, TEXAS  
Terr: Texas and Oklahoma

### EASON BROKERAGE COMPANY

Banking & Trade Reference  
P. O. Box 1872—Phone Britton 583  
OKLAHOMA CITY 1, OKLAHOMA  
Terr: N. M., So. Kansas., Panhandle Tex.

### JACK NICHOLS, JR.

Candies-Confections  
Phones: Logan 6-1608, Justin 8-5842  
3115 Daniels Street  
DALLAS 5, TEXAS  
Terr: Texas and Louisiana.

## Mountain States

### E. G. ALDEN & COMPANY

Box 5014 Term. Sta.—Phone Lakewood 599W  
DENVER 17, COLORADO  
John Alden traveling—Colo., Wyo., Mont.,  
& Neb.

### REILLY ATKINSON & CO., INC.

Confectionery & Food Products  
SALT LAKE CITY, U.—BOISE, IDA.  
Terr: U. & Ids., with contiguous sections of  
adjoining states.

### CAMERON SALES COMPANY

5701 E. 8th Ave.—Phone: Dexter 0881  
DENVER 7, COLORADO  
Terr: Colo., Wyo., Mont., Idaho, Utah  
and N. M.

### ELGGREN BROTHERS & CO.

Established 1906  
P. O. Box 105—520 W. 2nd, So.  
SALT LAKE CITY 8, UTAH  
Complete coverage all jobbing trade Utah,  
Ida., Mont., W. Wyo., E. Nev.

### T. J. LANPHIER COMPANY

Confectionery and Food Products  
BILLINGS BUTTE GREAT FALLS  
(General Office)  
Territory: Montana & Northern Wyoming  
Established 1907

### J. M. RANKIN COMPANY

P. O. Box 426—Spruce 2912  
DENVER 1, COLORADO  
Terr: Colo., Wyo., Black Hills of S. Dak.,  
Western Kans., Northern N. Mex., W. Nebr.

### GEORGE L. TRACY CO.

509 Metals Bank Building  
BUTTE, MONTANA  
409 Stapleton Building  
BILLINGS, MONTANA  
(Headquarters Great Falls)  
Regular coverage of N. Wyo. & Montana

### GEORGE L. TRACY CO.

813-814 First National Bank Building  
GREAT FALLS, MONTANA  
(Headquarters)  
(Also offices in Butte and Billings)  
Concentrated coverage Mont. & N. Wyo.

### HARRY YOUNGMAN BROK- ERAGE COMPANY

2145 Blake Street  
DENVER, COLORADO  
Territory: Colo., Wyo., Utah, Idaho, Mont.

## Pacific States

### ACE CANDY SALES CO.

(Div. of Western Food Products Co.)  
206½ So. Rexford Drive  
BEVERLY HILLS, CALIFORNIA  
Solicit accounts for So. Calif.

### GENE ALCORN & CO.

1340 E. 6th Street  
LOS ANGELES 21, CALIFORNIA  
383 Brannan Street  
SAN FRANCISCO 7, CALIF.  
Territory: State of California

### BELL SALES COMPANY

100 Howard Street  
SAN FRANCISCO 5, CALIFORNIA  
Candy & Food Specialties  
Terr: Calif., Reno, Nev., Hawaiian Islands

### JOHN T. BOND & SON

537 S. Wilton Place—Phone: Federal 6028  
LOS ANGELES, CALIF.  
Territory: Pacific Coast  
Our 25th Year in Candy and Food Field

### THE GOULEY BURCHAM CO.

1848 E. Vernon Avenue  
LOS ANGELES 11, CALIFORNIA  
Terr: S. Calif., Ariz., N. Mex., W. Tex.,  
Offices: L.A., Phoenix, Tucson, El Paso,  
Albuquerque.

### CARTER & CARTER

Confectionery Mfr's. Agents. Established  
with industry since 1901.  
91 Connecticut St.—Phone: Main 7852  
SEATTLE, WASHINGTON  
Terr: Wash., Ore., Utah, Ida., Mont., Nev., Wyo

### THE EDWARD M. CERF CO.

740-750 Post Street  
SAN FRANCISCO 9, CALIF.  
Specializing in candy and allied lines;  
Unexceptionable banking, other references.

### MALCOLM S. CLARK CO.

332 Virginia Ave.  
SAN FRANCISCO 10, CAL.  
923 E. Third St.  
LOS ANGELES 13, CAL.  
1238 N. W. Glisan  
PORTLAND, OREGON  
P. O. Box No. 176, Phoenix, Arizona

### J. RAY FRY & ASSOCIATES

420 Market St.—Phone Garfield 7690  
SAN FRANCISCO, CALIF.  
Terr: Calif., Ore., Wash., Mont., Ida.,  
Utah, Wyo., Nev., Ariz.

### CHARLES HANSHER

416 West Eighth Street  
LOS ANGELES 14, CALIFORNIA  
Personal contacts with chains, jobbers, syndi-  
cates & dept. stores throughout Calif.

### HARTLEY SALES COMPANY

GEORGE W. HARTLEY  
742 S. W. Vista Avenue—Phone: ATwater 5800  
PORTLAND 5, OREGON  
Territory: Oregon, Washington & Idaho

### KESSLER BROTHERS

Garfield 7354—Phones—YUkon 1095  
709 Mission Street  
SAN FRANCISCO 3, CALIF.  
Terr: 11 Western States, Army, Navy, Export,  
Wholesale, Jobbing, Retail, Offices: S. F., L. A.,  
Portland, Honolulu.

### I. LIBERMAN

Manufacturers' Representative  
1705 Belmont Avenue  
SEATTLE 22, WASHINGTON  
Terr: Wash., Ore., Mont., Ida., Utah, Wyo.

# CONFECTIONERY BROKERS

## Pacific States (Contd.)

### R. C. MEAD COMPANY

1807 E. Olympic Boulevard  
LOS ANGELES 21, CALIFORNIA  
Coverage—Pacific Coast States

### RALPH L. MUTZ COMPANY

Ralph and Jim Mutz  
608—16th St.  
OAKLAND 12, CALIF.  
Concentrating on Northern Calif.

### HARRY N. NELSON CO.

112 Market Street  
SAN FRANCISCO 11, CALIF.  
Established 1906. Sell Wholesale Trade Only.  
Terr: Eleven Western States

### JACK SINGER & COMPANY

1680 No. Sycamore Avenue  
LOS ANGELES, CALIFORNIA  
Solicit Accounts for Cal., Ore. & Wash.  
Specialty work in above territory.

### GEORGE R. STEVENSON CO.

302 Terminal Sales Building  
SEATTLE, WASH.  
Territory: Wash., Ore., Ida., Mont.  
Over 20 years in this area.

### L. J. THOMPSON

1238 N. W. Glisan Street  
PORTLAND 9, OREGON  
Terr: Ore., Wash., W. Idaho

### ROBERT E. THYR COMPANY

Confectionery & Allied Lines  
200 Davis St.—Phone Douglas 8590  
SAN FRANCISCO 11, CALIFORNIA  
Terr: Calif., Nev., & Hawaiian Islands

### JERRY W. TURMELL COMPANY

4127 Crisp Canyon Rd.—State 44713  
SHERMAN OAKS, CALIFORNIA  
(20 minutes from Los Angeles)  
Terr: Calif., Associates at Hawaii, Philippines  
and China. Established since 1932.

### RALPH W. UNGER

923 East 3rd Street—Phone: Trinity 8282  
LOS ANGELES, CALIFORNIA  
Terr.: Calif., Ariz., N. Mex., West. Tex., Nev.

### ROGER S. WATSON CO.

Phone: AXminister 1-2810  
5610 S. Western Ave. & 1025 N. Highland  
LOS ANGELES 38, CALIF.  
Terr: Calif. Another line required. Non  
competitive with present lines.

### WITTENBERG-ROSS

24 California St.—Phone: Exbrook 7973  
SAN FRANCISCO 11, CALIFORNIA  
315 West Ninth St.—Phone: Trinity 7159  
LOS ANGELES 15, CALIFORNIA  
Terr: Calif., Ore., Wash., Hawaii & Export



## Trade-Marks

*The following memorandum relating to Trade-marks is made available through an arrangement with James Atkins, registered patent attorney, Munsey Building, Washington, D. C. The trade-marks were recently published by the U.S. Patent Office and, if no opposition thereto is filed within 30 days after the publication date, the marks will be registered.*

**Thermat.** Ser. No. 460,985. Cook Chocolate Co., Chicago. For chocolate powder, for use in flavoring ice cream and similar products, chocolate bars for making fudge topping.

**Cream O'Gold.** Ser. 476,465. Gold Candy Co., Chicago. For fudge.

**Travelers.** Ser. No. 474,013. American Chewing Products Corp., Newark, N. J. For chewing gum.

**Private Stock.** Ser. No. 478,382. Gregor Chocolates, Inc., New York. For candy.

**Split.** Ser. No. 478,447. Chasers, Inc., New York. For candy.

• Three Easter windows snapped in retail stores in New York City by William C. Copp, New York representative of **The Manufacturing Confectioner**. The top and center views are of the store interior of the Henry Wyle shop, 557 Madison Ave. Notice the rabbit and duckling motif used. The bottom photo shows a store window in the La Reine store, 601 Madison Ave.

**Pauline's.** Ser. No. 480,951. Fruit Bar Products Co., Los Angeles. For fruit and nut confection bar.

**Victory.** Ser. No. 466,950. M. L. Ramirez, doing business as R. & R Products Co., Corpus Christi, Tex. For chewing gum.

**"Tomboy".** Ser. No. 471,761. Sisco-Hamilton Co., Chicago. For candy.

**O. C.** Ser. No. 478,641. The Ohio Confection Co., Cleveland, O. For chocolate-covered almonds, chocolate-covered raisins, and candy.



B. A. Fowler

• **Melster Candy Co.**, Cambridge, Wis., announces appointment of B. A. Fowler as sales manager. Mr. Fowler succeeds Harvey Melster, who will concentrate on production, purchasing, and plant management.





## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

RATES: Line 35c (Bold Face 70c); Display—Col. In., 1 time \$6.00, 2 or more \$5.00.

### SALES REPRESENTATIVES WANTED

**Wanted:** brokers and distributors with following among wholesale candy and tobacco jobbers for our line of FLAVOR SYRUP BASES for making fountain syrups. Attractive brokers and distributors arrangements. Complete details upon request. THE JAY FOOD LABORATORIES, 15 Malvern Street, Newark 5, New Jersey.

### SALES LINES WANTED

**Manufacturers'** honest, efficient representation. Confections and kindred lines. Tennessee and Kentucky. Twenty-five years experience. J. Taylor Goodwin, P. O. Box 201, Chattanooga 1, Tenn.

**Factory Representatives and Distributors** covering intensively Arizona and adjoining states want additional lines on commission or jobbing basis. Write Jorgen Products Co., 222 E. Taylor St., Phoenix, Ariz.

Our hard candy and potato chip factories will start operations in May. Since we will have our own sales organization we are interested in the distribution of kindred lines for this Island. CARIBBEAN INDUSTRIES, INC., BOX 1946, SAN JUAN, P. RICO.

### MANUFACTURERS

Are you looking for salesmen to represent you for the coming year? We can put you in touch with experienced men covering practically all the United States. Correspondence invited.

**Western Confectionery Salesmen's Association,**  
Walter Rau, Sec'y-Treas.  
36 E. Highland Ave.  
Villa Park, Ill.

**Candy and Allied Lines**—After 16 years with Luden's, Inc., have resigned and entered brokerage business. Interested in candy and allied lines for Florida, Georgia, Alabama. T. H. Hubert, c/o Hubert Brokerage Co., P. O. Box 149, Atlanta 1, Ga.

### SALES LINES WANTED (Contd.)

**Jobber-Distributor** covering northwestern North Carolina and southwestern Virginia, wants lines of popular candies and bakery products. Car-Del Supply Co., Mount Airy, N. C.

### POSITIONS WANTED

**Chemist**, expert in flavors and colors, offers part time service to manufacturer wishing to improve quality at substantial savings. Chicago area only. Address D-4462, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Experienced Enrober** man desires position with reliable firm. Will go anywhere. Address D-4467, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Candy Maker** desires position with small factory or retail chain. Experienced in fine cream work, nougat, brittles, jellies, etc. Experienced in handling help. Address D-4469, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Confectionery Technologist, Chemist.** If you are seeking a technologist who can apply laboratory findings to plant problems, do product development and control work, and who can bring into the industry the necessary scientific know how, I shall be pleased to hear from you. B. S. in Chemistry, 4 yrs. broad experience in the confectionery industry. Recently discharged veteran, married, 28. Desire responsible position leading to executive future. Address C-34610, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

### HELP WANTED: MALE

**Candymaker** wanted. Good all around man for high grade home-made candies. Interesting proposition for right man. Write fully stating qualifications. C. W., 114 Fairmount Ave., Hackensack, N. J.

### HELP WANTED: MALE: (Contd.)

**Experienced Candy maker.** Good all round man for small manufacturing plant in middle west. State age, experience and salary expected. Address D-4461, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Rapidly growing Texas company** desires services of craftsman as combination superintendent-candymaker of factory unit. We already have two very successful stores operating on retail basis and intend to open several more. Preparing to move to our new factory now. Will consider applications only from sober, married man with experience in retail manufacturing of caramels, divinities, fudges, jellies, chocolates and hard candies. Advise in first letter age, experience, salary expected and three references and interview will be arranged for most acceptable applicant. Address D-4463, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

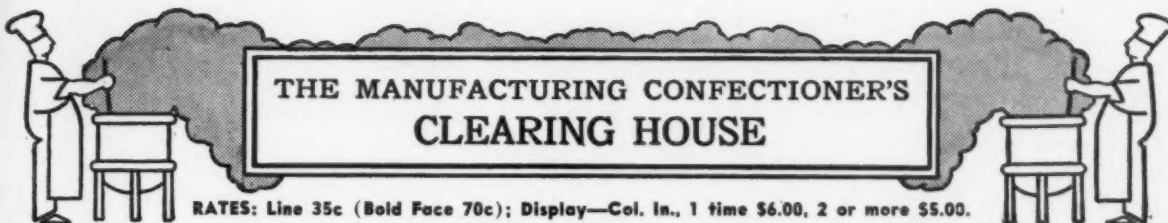
**Help Wanted:** Candy maker to take charge of small plant manufacturing short line of retail candy. Opportunity for right man, position open June 1st. Give experience and reference. Address D-4465, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Pan man** experienced in producing high grade Jordan almonds. Steady employment, good wages. Write stating age, past candy manufacturing experience and salary expected. Robert A. Johnston Co., 4023 W. National Ave., Milwaukee 1, Wis.

### MACHINERY WANTED

**Wanted:** Chocolate Fork Dipping System manufactured by Mathewson Machine Works. Send full details and lowest price. Address D-4466, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.





## THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

RATES: Line 35c (Bold Face 70c); Display—Col. In., 1 time \$6.00, 2 or more \$5.00.

### MACHINERY WANTED (Contd.)

**Wanted:** Forgrove Bunch Wrapping Machine for foil, also cellophane wraps. Address D-4468, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Wanted:** 1—24" chocolate enrober or coater, Greer preferred. Address D-44611, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

### WANTED YOUR IDLE MACHINERY WILL BUY FROM SINGLE ITEMS TO COMPLETE PLANTS

**URGENTLY WANTED:** Copper Coating Pans and Vacuum Pans; Tablet Machines; Dryers and Mixers; Jacketed Copper and Aluminum Kettles. Describe fully and quote prices.



15-21 PARK ROW

NEW YORK 7, N. Y.

**Wanted—**2 or 3 foot cream beater, AC motor single phase 110 volts. Write Clover Candy, 2720 Colley Ave., Norfolk, Va.

**Want 16"** Enrober complete with bottomer and cooling tunnel. Must be in good condition. Will pay cash. Peacock Candy Company, Des Moines, Iowa.

**Cream-beater wanted.** 3 or 4 ft. (ball type). J. J. Abraham, Park Ave., Amherst, Ohio.

**Wanted:** Cellophane Sucker Wrapping Machine. Write Box 136, Reading, Pa.

**I WANT TO BUY—LEHMANN #212M, 3 ROLLER VERTICAL REFINER. WRITE GIVING PRICE, CONDITION, AND WHERE MACHINE CAN BE SEEN. Address D-4464, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.**

### MACHINERY WANTED (Contd.)

**Wanted—**Three 16" National Equipment tunnels for 500 lbs. National Equipment chocolate kettles. Write full particulars to H. Scheib, Cottage Donuts, 601 W. 26th St., New York 1, N. Y.

### MACHINERY FOR SALE

**For Sale:** One Heatsealing Machine, A. C. 110 Volts, Practically new. Address C-3463, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Five Sandmaster** National bundlers, Model D-1, 1/6 HP, single phase, 110 V. Two Dexter Folder Boston Wire stitching machines, 1/4 HP, single phase, 110 V. Two 5 HP jacketed type dry powder mixers, 600 lb. capacity. One 5 HP dry powder mixer, 400 lb. capacity. One Matson and Thiede Auger type dry powder filling machine. One Standard Knapp case filling machine, with stepped conveyors. Address C-3466, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Two Mills Bros.** Open Fire Cookers, brand new, never used, complete with motors 220 volt, 3 phase, 60 cycle AC. No STOVES. Has NEW 22" copper kettle for each and Tin Splash ring. Address D-44612, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**Savage Brothers** Marshmallow Beater for sale, capacity approximately 150 lbs., water cooled jacket of the upright type with the marshmallow pouring from the bottom when the batch is complete. Address D-44613, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

**For Sale:** 1—16" and 1—24" Nat'l. Equipment Kihlgren System. Address D-44610, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

### MACHINERY FOR SALE (Contd.)

**For Sale—**3' Dayton cream beater. Good running order. \$375.00. Archibald Candy Corporation, 1137 W. Jackson Blvd., Chicago.

**For Sale:** Candy Machinery: Candy racks, Thermometers, kettles, 1,000 green cases & quart baskets for kisses, trucks, etc. Burt Talcott, Phoenix, N. Y.

**For Sale:** One 24" Baker-Perkins Chocolate Enrober Unit, complete, consisting of motors. One 12' feed table with shaker bars and hopper. One 24" chocolate bottomer. One 21' cooled cold table. One 88' Economy Lustre cold brine cooled cold tunnel. One 24' packing table. Price \$5,000 cash, net F.O.B. Milwaukee, Wis. Apply Robert A. Johnston Company, 4023 West National Avenue, Milwaukee 1, Wisconsin.

**For Sale:** Two 5' and one 3' Dayton cream beaters in perfect condition. Now operating in our Chicago plant. Fannie May Co., 1137 W. Jackson Blvd., Chicago, Ill.

### MISCELLANEOUS

**We offer \$15.00 for a copy of** Matthew Berman's "The How and Why of Candy Making". Address C-3468, c/o The Manufacturing Confectioner, 400 W. Madison St., Chicago 6, Ill.

### WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

**"Cellophane" BAGS**

**SHEETS • ROLLS • SHREDDINGS**

Cellophane rolls in cutter boxes 100 ft. or more  
ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All Colors & Widths  
Scotch Tape Clear & Colors

**Diamond "Cellophane" Products**

Harry L. Diamond Robert I. Brown  
"At Your Service"

2902 So. Michigan Ave., Chicago 16, Ill.

## "Confectionately Yours..."

**H**AVE you been beating your wife lately? Been boorish to the children? Told off your boss? Your trouble may be that you would like more sugar!

Some folks land in jail on charges ranging from homicide to ringing in false fire alarms, merely because they crave sweets.

Take the case of a hunter who shot to death a woman he'd never seen before. The cause? Well, the man had less than ninety milligrams of sugar per one hundred cubic centimeters of blood—the essential average.

Why are parents cruel to their own children, even though they love them? It seems they cannot help themselves—they're starved for sweets.

Sounds fantastic? Perhaps — if more than 81 million dollars can be wrong. That's what we Americans spend each month in purchasing jelly, candy, cake and pie. Many times more than Grandma did; probably a hundred times as much as little George Washington did. For all we know, he may have chopped down the cherry tree because he *needed* candy!

Big business isn't blind to this—they've found their workers quarrel less, and produce more, with candy. And artists, writers, show-folk display less temperament if their sweet tooth is satisfied.

So—look within your conscience and check these off:

Are you meaner to the children than you want to be?

Do you dodge too many lamp-posts when you drive the car?

Do you jostle intentionally when in crowds?

Are you snippy?

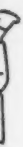
Do you quarrel violently one minute, then a second later wonder why you started the whole thing?

If the answer is "yes" buy yourself a candy bar and calm down! By Bess Ritter—*Coronet*.

A tip to bait fishermen is given by a U.S.D.A. Bulletin: "Although earthworms (known to most of us as angleworms—Ed.) may be used when freshly dug, they are more desirable, will live longer on the hook, and catch more fish, if they are well scoured in sphagnum moss before using. If kept for some time, pour a little sweet milk over them at intervals of about a week."—*U.S.D.A. Release*.

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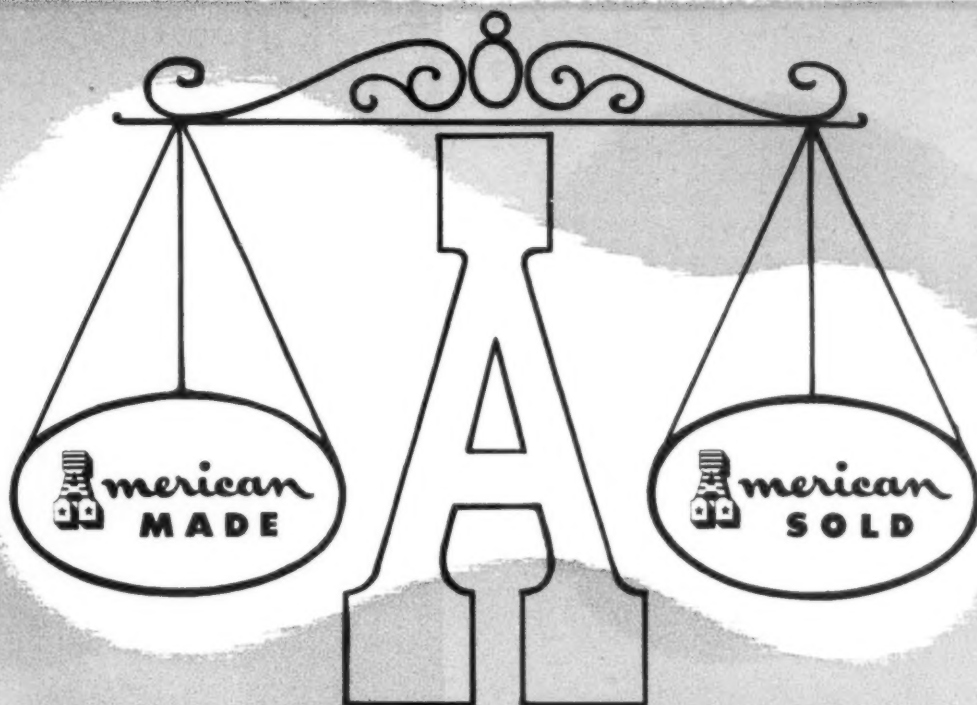
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ONER







**Whatever American Food Laboratories sells, it makes**

This gives you two important advantages:

1. It assures you of an identical quality standard in all products carrying the "American" Brand. That standard is supreme in the field.
2. It establishes one reliable source to which you can always turn, with complete confidence, for any product in our manufacturing category.

Only by confining our sales to our own production, and only by limiting our production to requirements of our own customers in the trade, can we protect the reputation for dependability that we have painstakingly built up throughout the years. This is the reason why, if you are using an "American" product with entire satisfaction, you may be confident of finding any other "American" product equally satisfactory.

FOR EXAMPLE

## AMERICAN COFFEE PASTE

This is a product that cannot be duplicated from any other source. It is uniquely "American" because of "American" researching, testing, processing and production control. There are many ways to coffee-flavor candies, but only one product on which a majority of leading manufacturers agree they can depend for utterly amazing, sales-making deliciousness. That product is American Coffee Paste, made and sold by American Food Laboratories, Inc.



**American**

**FOOD LABORATORIES, INC.**

860 ATLANTIC AVE. • BROOKLYN 17, N. Y.

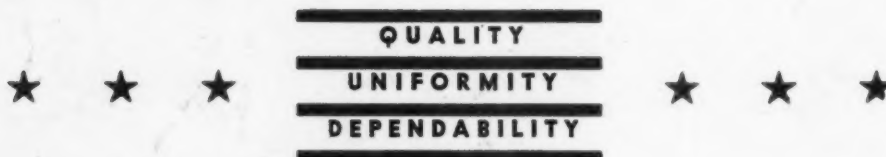




**CLINTON**

*TIME-HONORED PRODUCTS*

**CORN SYRUP UNMIXED  
CONFECTIONERS' STARCHES  
DEXTROSE (REFINED CORN SUGAR)**



OUR SERVICE DEPARTMENT  
WILL BE GLAD TO HELP YOU  
WITH YOUR TECHNICAL  
PROBLEMS.

**CLINTON INDUSTRIES, INC.**  
**CLINTON, IOWA**

c.